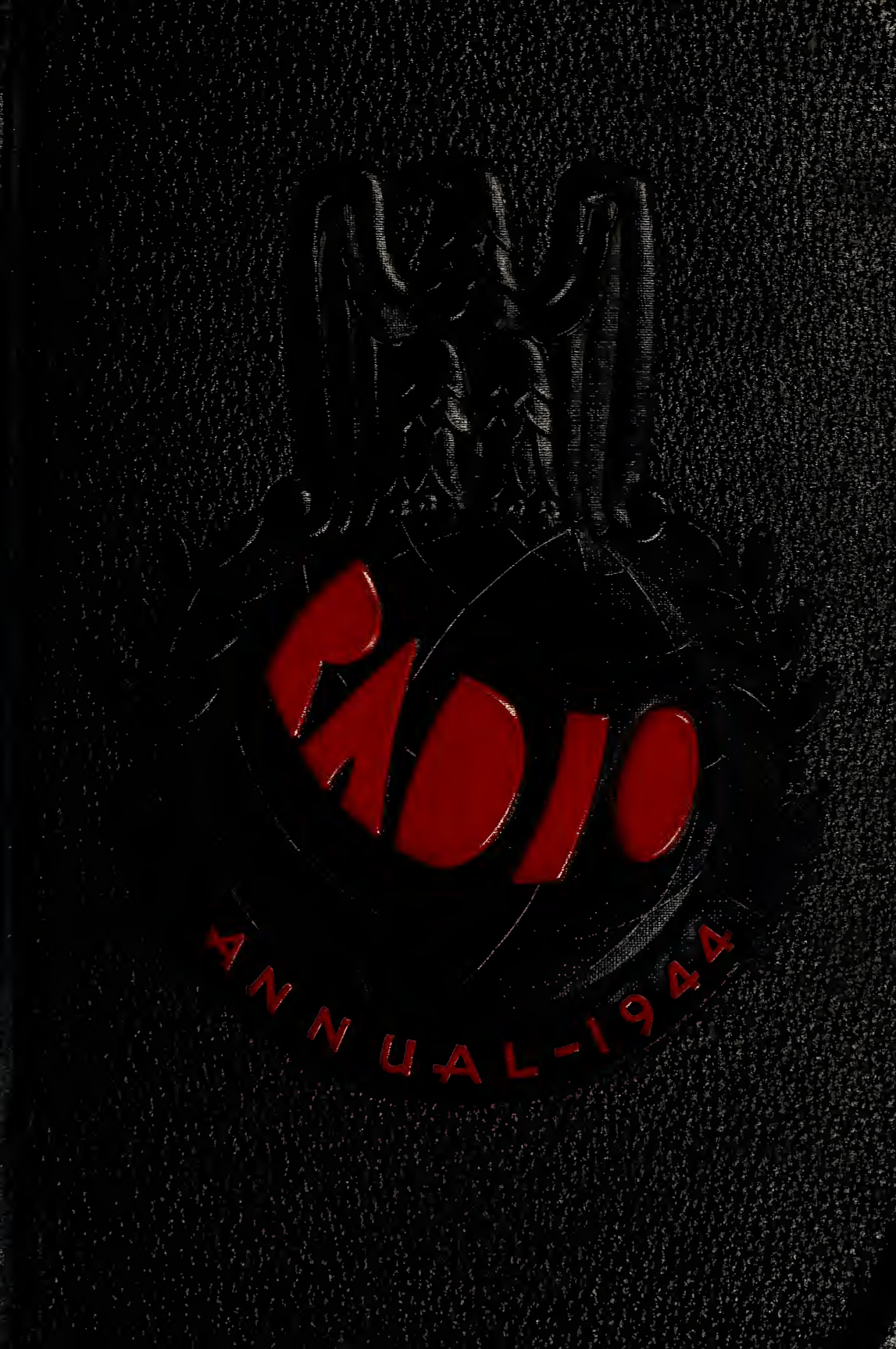

RADIO
ANNUAL-1944

Scanned from the collections of
The Library of Congress



Packard Campus
for Audio Visual Conservation
www.loc.gov/avconservation

Motion Picture and Television Reading Room
www.loc.gov/rr/mopic

Recorded Sound Reference Center
www.loc.gov/rr/record



6 WMTW
Mt. Washington, N. H.



4 WGTR
Paxton, Mass.

120 MILES

40 MILES



3 WDRC—FM
Hartford, Conn.

Perfect copies of her voice ...over an FM wireless network

CRYSTAL-CLEAR! Programs picked up *out of the air* and rebroadcast—again and again! With no appreciable loss of fidelity! With amazing freedom from static! Perfectly repeated "copies" of the original broadcast!

This is a practical reality. It is the definite promise of the modern FM chain-broadcasting technique for the sectional network of tomorrow. Already this FM technique is proving itself in time-tested daily use over New England's FM American network—with negligible distortion—with FM's amazing freedom from station interference—and with full coverage of *the whole audio range of the human ear.* . . . All this with no increase in the exceptionally low noise level of FM.

On regular FM wave-lengths, programs originating in New York's WGYN are relayed to Alpine, N. J., Hartford, Conn., the Paxton station near Worcester, Mass.; then picked up and again rebroadcast by stations at both Schenectady, N. Y., and Mt. Washington, N. H. (With the proper equipment, *any station* in such a network can originate a network program.)

General Electric furnished a substantial portion of the FM equipment for this chain. In fact, G.E. has furnished more than a third of all FM transmitters in America; and a large percentage of the half-million FM receivers.

That FM regional and national network broadcasting will grow rapidly is General Electric's confident prediction. For chain rebroadcasting seems the practical answer to regional FM broadcasts, and General Electric's exclusive S-T relay equipment points the way toward national FM networks. This efficient studio-to-transmitter link permits studio location for maximum convenience and transmitter location for maximum coverage . . . *without wires!*

A PLAN
that will secure your place in radio broadcasting post-war

General Electric offers you "The G-E Equipment-Reservation Plan". . . a plan designed to enable you to complete *your* post-war plans *now.* It will enable you to establish a post-war priority on a broadcast transmitter and associated equipment. It will enable us to plan definitely for large-scale post-war production, thereby giving you the fastest possible post-war delivery and the savings of planned production. Investigate this plan and assure your place in radio broadcasting post-war. *Electronics Dept., General Electric, Schenectady, N. Y.*

Tune in "THE WORLD TODAY" *and hear the news direct from the men who see it happen, every evening except Sunday at 6:45 E.W.T. over CBS. On Sunday listen to the G-E* "All Girl Orchestra" *at 10 P.M. E.W.T. over NBC.*

BACK THE ATTACK—BUY WAR BONDS

GENERAL ELECTRIC 160-C5

FM · TELEVISION · AM

See G.E. for all three!

TOMMY RIGGS

AND

"BETTY LOU"





Mgt.

Myron Selznick & Co.

9700 Wilshire Blvd.

Beverly Hills, Cal.

610 Fifth Ave., N. Y. C.

7 St. James, London SW1. Eng.

RECEIVED

APR 20 1944

COPYRIGHT OFFICE

Yearbook of radio & television.

RADIO DAILY

PRESENTS

THE 1944 RADIO ANNUAL

Edited by

JACK ALICOATE

Copyright, 1944, by The Radio Daily

1501 Broadway, New York 18, N. Y. WIsconsin 7-6336

TK6542
.Y4
1944
MICRO



THE ANSWERS TO SPOT PROBLEMS

BUY THESE ELEVEN ESSENTIAL STATIONS IN THE ELEVEN ESSENTIAL MARKETS

Advertising dollars are best spent in *essential* markets—radio efforts are best spent on *essential* stations.

Once you have the facts on these prospect-rich markets . . . the facts on how they are best covered . . . your selection of these eleven stations will become automatic.

Here's why all eleven of these stations are essential to you: (1) they broadcast to 55% of the radio homes in the U. S.; (2) they are in markets whose buying power is 34.2% higher than the country's average.

Call your nearest NBC Spot Sales Office listed below for complete data on audiences, buying habits, coverage, programs, spectacular successes, time available, costs—all the answers to your spot problems.

LIBRARY OF CONGRESS SERIAL RECORD
APR 24 1944

COPYRIGHT DEPOSIT.

NBC SPOT SALES

New York, Circle 7-8300 . . . Chicago, Superior 8300 . . . San Francisco, Graystone 8700 . . . Washington, Republic 4000 . . . Cleveland, Cherry 0942 . . . Hollywood, Hollywood 6161 . . . Denver, Maine 6211 . . . Boston, Hancock 4261



This, the Seventh Edition of Radio Annual is Dedicated to the Highly Dramatic part that

R A D I O

is playing in the

MARCH TO VICTORY

. . . since the coming of war the tremendous technical strides of this great industry would stagger the imagination of the most practical dreamer of yesterday. However this is NO TIME for COMPLACENCY nor the talk of anything but the WINNING of the WAR. Complete VICTORY first and then on to the untold possibilities of radio and television that await a more peaceful world.

Jack Alicoate

PUBLISHER

TRANSAMERICAN



Creators and Producers
Of Radio Programs

EDITORIAL

1944 INDEX 1944



A

Acoustical Society of America..... 908
Actors and Their Works in 1943..... 731
Actors' Equity Association..... 908

ADVERTISING:

Advertising Federation of America..... 908
Advertising Research Foundation..... 909
Agencies, Addresses, Personnel, etc. ... 153
Agency Expenditures by Network..... 119
American Association of Advertising Agencies, Offices, etc. 909
Billings, Network 119
Expenditures, Network 119
Agents and Managers, Talent..... 709
Agricultural Marketing Service, Radio Section, Personnel, etc. 909

ALABAMA:

Census and "Shifting Populations"..... 235
Chief Engineers of Stations..... 968
Home Economic Directors of Stations.... 840
Motion Picture Commentators of Stations 845
Musical Directors of Stations..... 835
Radio Editors and Writers of Newspapers 221
Stations, Facilities and Personnel..... 347

ALASKA:

Chief Engineers of Stations..... 974
Home Economic Directors of Stations... 844
Musical Directors of Stations..... 839
Radio Editors 232
Stations, Facilities and Personnel..... 637

ALBERTA:

Chief Engineers of Stations..... 974
Home Economic Directors of Stations.... 844
Musical Directors of Stations..... 839
Radio Editors and Writers of Newspapers 232
Stations, Facilities and Personnel..... 645
Alicoate, Jack, Introduction by..... 3
American Association of Advertising Agencies, Officers, etc. 909
American Bar Association (Standing Committee on Communications), Officers, etc. 909
American Communications Association... 909
American Council on Education..... 909
American Federation of Musicians..... 909
American Federation of Radio Artists..... 909
American Guild of Musical Artists..... 910
American Marketing Association..... 910
American Network, The 315
American Newspaper Publishers Assn. .. 910
American Radio Relay League..... 910
American Standards Association's War Committee on Replacement Parts for Civilian Radio 911
American Society of Composers, Authors and Publishers (ASCAP); Officers, Personnel, etc. 911
Publisher Members 713
Statement by Deems Taylor..... 712
American Television Society, Officers, etc.. 911
Announcers and Their Work During 1943.. 789
Applications, FCC Regulations Regarding Broadcasting 198
Argentina, Stations of.....1010

ARIZONA:

Census and "Shifting Populations"..... 236
Chief Engineers of Stations..... 968
Home Economic Directors of Stations.... 840
Motion Picture Commentators of Stations 845
Musical Directors of Stations..... 835
Radio Editors and Writers of Newspapers 221
Stations, Facilities and Personnel..... 350
Arizona Broadcasting Co., Personnel, etc.. 315
Arizona Network, Personnel, etc. 315

ARKANSAS:

Census and "Shifting Populations"..... 236
Chief Engineers of Stations..... 968
Home Economic Directors of Stations.... 840
Motion Picture Commentators of Stations 845
Musical Directors of Stations..... 835
Radio Editors and Writers of Newspapers 221
Stations, Facilities and Personnel..... 353

ARMY:

Article by Lieut. Colonel Thomas A. H. Lewis 109
Arrowhead Network, Personnel, etc..... 315

ARTICLES:

Agriculture by Wallace L. Kadderly.... 59
AMP by C. M. Finney..... 716
Ascap Article by Deems Taylor..... 712
Blue Network Co. by Mark Woods..... 291
Broadcast Music, Inc. (BMI) by M. E. Tompkins 718
Business Side of Radio by M. H. Shapiro 117

In Kansas City

WHB AT WAR



the Swing is to WHB

MONTHS: NOVEMBER-DECEMBER, 1943 — KANSAS CITY

HOOPER STATION LISTENING INDEX

TOTAL COINCIDENTAL CALLS — THIS PERIOD 14,415

MORNING INDEX MONDAY THRU FRI. 8-12 A. M.	Station A	Station B	Station C	Station D	WHB	Station E
	7.7	10.0	27.9	17.4	30.5	5.1
AFTERNOON INDEX MONDAY THRU FRI. 12-6 P. M.	**Station A**	**Station B**	**Station C**	**Station D**	**WHB**	**Station E**
	11.1	8.4	20.8	30.6	25.1	3.2

DON DAVIS, *President*
National Advertising Rep.

JOHN T. SCHILLING
Vice-President & Gen. Mgr.

KANSAS CITY
Scarritt Bldg. . HArrison 1161

NEW YORK
507 - 5th Ave. . . VAn. 6-2550

HOLLYWOOD
5855 Hollywood Blvd.
HOllywood 6211

CHICAGO
333 North Michigan
CENtral 7980

EDITORIAL INDEX

Canada by Glenn Bannerman..... 67
Columbia Broadcasting System by Paul W. Kesten 297
Coordinator of Inter-American Affairs (CIAA) by J. W. G. Ogilvie..... 61
Educational Radio by Maj. Harold W. Kent 53
Electronics, article by Dr. W. R. G. Baker 963
Equipment in War and Peace, by J. P. Taylor 959
Federal Communications Commission, by James Lawrence Fly 33
FM Status, by M. H. Shapiro..... 953
Market, 1944 Radio by Frank Burke.. 234
Market Statistics by Wm. P. Noble..... 63
Musical Opportunities, Article by Paul Whiteman 89
Mutual Broadcasting System by Miller McClintock 303
National Broadcasting Co. by Niles Trammell 307
Navy Article by J. Harrison Hartley.... 47
Office of Censorship by J. Harold Ryan. 65
Office of Censorship Code..... 865
Office of War Information by Robt. E. Sherwood 51
Radio Stations at War, by M. H. Shapiro 37
Radio Corporation of America by David Sarnoff 45
Radio's Vital Role by Frank Burke..... 35
Radio in War and Peace by James L. Fly 33
Sesac by Paul Heinecke..... 724
Shortwave by Bernard Estes..... 97
Television, by Gilbert Seldes..... 69
Television, by Ben Kaufman..... 929
Television, Problems of, by Paul Raibourn 935
Treasury Department, War Finance Div., by Thomas Lane 57
Artists and Their Work During 1943..... 731
Associated Actors and Artistes of America 911
Associated Broadcasting Corp. 315
Associated Music Publishers:
Officers, Personnel, etc. 716
Publisher Members 716
Article by C. M. Finney..... 716
Associated Press 145
Association for Education by Radio..... 912
Association of Canadian Advertisers..... 912
Association of National Advertisers..... 912
Association of Radio News Analysts..... 912
Association of Radio Transcription Producers of Hollywood, Officers, etc..... 912
Associations, Personnel 908
Atlantic Coast Network, Personnel, etc. .. 315
Australian Broadcasting Commission..... 912
Authors' Guild, Officers, etc. 913
Authors' League, Officers, etc..... 913

B

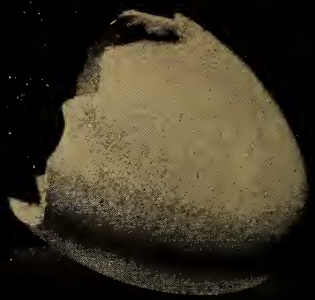
Baker, W. R. G., Article by..... 963
Bannerman, Glenn, Article on Canada... 67
Behind the Mike (Artists and Their Work). 729
Billings:
Agency Gross by Network..... 119
Sponsor 119

BLUE NETWORK CO.:
Affiliates, Alphabetically Listed by City 340
Commercial Programs in 1943..... 871
Gross Billings by Agencies for 1943.... 119
Network Map 292, 293
Personnel 294
Sponsor Expenditures, 1943..... 119
Stations, Owned & Managed by..... 295
Woods, Mark, Article by..... 291
BMI, Canada, Ltd., Officers, etc. 913
Board of Communications, Personnel, etc. (see War Communications Board)....41, 913
Bolivia, Stations of.....1012
Brazil, Stations of.....1013
BRITISH COLUMBIA:
Chief Engineers of Stations..... 974
Home Economic Directors of Stations... 844
Musical Directors of Stations..... 839
Radio Editors and Writers of Newspapers 232
Stations, Facilities and Personnel..... 646
British Guiana, Stations of.....1024
British Honduras, Stations of.....1024
Broadcast Music, Inc. (BMI):
Officers and Personnel..... 913
Publisher Members 719
Statement by Merritt E. Tompkins..... 718
Business Side of Radio:
Advertising Agencies 153
Agency and Sponsor Expenditures..... 119
American Assn. of Advertising Agencies 909
Business Side of Radio, M. H. Shapiro. 117
Census Data 233
Federal Communications Commission... 193
Federal Trade Commisson..... 915
Network Billings 119
News Services 145
Publications 207
Research Firms 147
"Shifting Populations" Data 233
Station Reps. 127
Burke, Frank, Article by.....35, 234

C

Calendar of Holidays and Leading Events. 859
CALIFORNIA:
Census and "Shifting Populations"..... 237
Chief Engineers of Stations..... 968
Home Economic Directors of Stations... 840
Motion Picture Commentators of Stations 845
Musical Directors of Stations..... 835
Radio Editors and Writers..... 221
Stations, Facilities and Personnel..... 357
CANADA:
Article by Glenn Bannerman..... 67
Canadian Broadcasting Corp. 642
Chief Engineers of Stations..... 974
Home Economic Directors of Stations... 844

PA laid an egg . . . A GOLDEN EGG . . .



and hatched it too!

But news innovations for radio are a habit with us.

We created more than just a stir when we produced the first regular 24-hour radio news wire . . . now complete with news summaries every hour . . . real radio features in script form . . . and a dozen other departures that have simplified the handling of news and have made AP news tops for radio.

Then we produced our golden egg.

It was an idea embodying SERVICE . . . Service to Affiliated Stations . . . service that begins where the news wire leaves off.

Well, we pampered it and coaxed it and finally it cracked open. Since then Service to Affiliated Stations has been tumbling out.

The latest is a series of 19 individual "presentations" to assist our stations in the sale of AP Telescript features . . . selling aids that help stations.

Still other services will be inaugurated during 1944 because Service to Affiliated Stations now is a definite part of our year-round job.



and that's our golden egg...Hatched!

PA THE PACEMAKER

Press Association, Inc.

Radio Subsidiary of the Associated Press

50 ROCKEFELLER PLAZA, NEW YORK, N. Y.

EDITORIAL INDEX

Musical Directors of Stations..... 839
Networks, National and Regional..... 642
Organizations of 908
Radio Editors and Writers of Newspapers 232
Stations, Alphabetically Listed by Call Letter, etc. 643
Stations by Province with Detailed Information 645
Station Representatives in Canada..... 127
Canadian Association of Broadcasters.. 914
Canadian Performing Rights Society, Ltd. 914
Catholic Actors Guild of America..... 914
Catholic Writers Guild of America..... 914
Censorship:
Article by J. Harold Ryan..... 65
Code 865

Census and Population Statistics:

Census Data by States and Counties... 233
Burke, Frank, article on "Shifting Populations" 234
Noble, Wm. P., article on Market Data.. 63
Central & South America, Stations of.....1010
Chief Engineers of Stations..... 968
Chile, Stations of.....1015
Clear Channel Broadcasting Service..... 914
Codes:
Censorship 865
NAB 904
Colombia, Stations of.....1016
COLORADO:
Census and "Shifting Populations".... 238
Chief Engineers of Stations..... 969
Home Economic Directors of Stations... 840
Motion Picture Commentators of Stations 845
Musical Directors of Stations..... 835
Radio Editors and Writers of Newspapers 223
Stations, Facilities and Personnel..... 377
COLUMBIA BROADCASTING SYSTEM:
Affiliates, Alphabetically Listed by City 340
Commercial Programs in 1943..... 871
Gross Billings by Agencies for 1943.... 119
Network Map 298, 299
Kesten, Paul W., Article by..... 297
Pan American Network, Stations, Personnel, etc. 996
Personnel 300
Sponsor Expenditures in 1943..... 119
Stations, Owned by..... 302
Commentators:
Motion Picture, of Stations..... 845
News, and Their Work in 1943..... 779
Sports, and Their Work in 1943..... 815
Commercial Programs of Networks in 1943 871
Committee on Consumer Relations in Advertising 914
CONNECTICUT:
Census and "Shifting Populations"..... 239
Chief Engineers of Stations..... 969
Home Economic Directors of Stations... 840
Motion Picture Commentators of Stations 845
Musical Directors of Stations..... 835
Radio Editors and Writers of Newspapers 223
Stations, Facilities and Personnel..... 381
Connecticut State Network, Personnel, etc. 317
Coordinator of Inter-American Affairs:
Article by J. W. G. Ogilvie..... 61
Costa Rica, Stations of.....1022
The Cowles Group, Officers, etc. 317
Cuba, Stations of 1003

D

Daniel Boone Regional Network, Personnel, etc. 317
DELAWARE:
Census and "Shifting Populations"..... 240
Chief Engineers of Stations..... 969
Home Economic Directors of Stations... 840
Stations, Facilities and Personnel..... 386
DISTRICT OF COLUMBIA:
Census and "Shifting Populations"..... 240
Chief Engineers of Stations..... 969
Home Economic Directors of Stations... 841
Motion Picture Commentators of Stations 845
Musical Directors of Stations..... 836
Radio Editors and Writers..... 223
Stations, Facilities and Personnel..... 387
Dominican Republic, Stations of.....1023
Don Lee Broadcasting System, Officers, etc. 317
Dramatic Artists and Their Work, 1943.... 731
Dramatists' Guild, Officers, etc. 914

E

Ecuador, Stations of.....1018
Editors and Writers, Radio, of Newspapers 221

EDUCATION:

National Association of Educational Broadcasters 918, 925
Educational Broadcast Stations, FCC Regulations for Non-Commercial..... 926
Educational Radio, by Maj. H. W. Kent. 53
Non-Commercial Educational Stations... 926
Electronics, Article by W. R. G. Baker.... 963
El Salvador, Stations of.....1023
Employment Data Summary..... 860
Engineers, Chief, of Stations..... 968
Equipment, Article by J. P. Taylor..... 959
Equipment Firms, Officers, Addresses, etc. 975
Estes, Bernard, Article on Shortwave Radio 97
Expenditures:
Advertising Agency, on Networks..... 119
Network, by Sponsors 119

F

Facsimile:
Regulations, FCC 950
FM, Status, Article by M. H. Shapiro..... 953
Fan (Radio) Publications..... 207
Federal Communication Bar Assn..... 915

FEDERAL COMMUNICATIONS COMMISSION:

Application Regulations 198



Martin Block

10th Year On The Air

"MAKE BELIEVE BALLROOM" WNEW

Soon Available on Transcription

This famous program will help build real listener interest. For sale only to one station in each area. For details, write

MARTIN BLOCK

501 Madison Ave. New York, N. Y.

EDITORIAL INDEX

Chain Broadcasting Regulations..... 203
Developmental Stations, Regulations (See 1943 Radio Annual)..... 952
Employment Data Summary..... 860
Facsimile Station Regulations..... 950
Fly, James L., Statement by..... 33
Growth Chart of Stations, 1941-1943.... 205
High Frequency (FM) Stations..... 955
International Stations 994
National Defense Regulations..... 204
Non-Commercial Educational Stations and Regulations 926
Personnel 194
Production (Operation) Regulations (See 1943 Radio Annual)..... 892
ST Stations and Regulations (See 1943 Radio Annual) 954
Station Listing (See Stations)
Television Stations and Regulations 938, 941
Federal Council of Churches of Christ in America, Department of National Religious Radio 915
Federal Radio Education Committee..... 915
Federal Trade Commission..... 915
Finney, C. M., AMP Article..... 716
First Advertising Agency Group..... 915
FLORIDA:
Census and "Shifting Populations"..... 240
Chief Engineers of Stations..... 969
Home Economic Directors of Stations... 841
Motion Picture Commentators of Stations 845
Musical Directors of Stations..... 836
Radio Editors and Writers of Newspapers 223
Stations, Facilities and Personnel..... 389
FM Broadcasters, Inc. (FMBI).....915, 952
Foreign Language Radio Wartime Control 915
FOREIGN:
Censorship Code on Foreign-Language Programs 870
International Section 993
Networks (Latin-American) 996
Stations (Latin-American) 993
FREQUENCY MODULATION:
FM Broadcasters, Inc., Officers....915, 952
FM Status of, Article by M. H. Shapiro... 953
Stations 955

G

GEORGIA:
Census and "Shifting Populations".... 241
Chief Engineers of Stations..... 969
Home Economic Directors of Stations.... 841
Motion Picture Commentators of Stations 845
Musical Directors of Stations..... 836
Radio Editors and Writers of Newspapers 223
Stations, Facilities and Personnel..... 397
Georgia Broadcasting System..... 317
Georgia Major Market Trio, Officers, etc. 318
Guatemala, Stations of 1023
Guilds 897

H

Hartley, J. Harrison, Article..... 47
Haiti, Stations of.....1024
HAWAII:
Chief Engineers of Stations..... 974
Home Economic Directors of Stations... 844
Radio Editors and Writers of Newspapers 232
Stations, Facilities and Personnel..... 638
Heinecke, Paul, Statement on SESAC..... 724
Hollywood Radio Producers Club..... 916
Hollywood Victory Committee for Stage, Screen and Radio..... 916
Home Economic Directors of Stations..... 840
Honduras, Stations of.....1024

I

IDAHO:
Census and "Shifting Populations"..... 243
Chief Engineers of Stations..... 969
Home Economic Directors of Stations... 841
Musical Directors of Stations..... 836
Radio Editors and Writers of Newspapers 225
Stations, Facilities and Personnel..... 404
ILLINOIS:
Census and "Shifting Populations"..... 244
Chief Engineers of Stations..... 969
Home Economic Directors of Stations... 841
Motion Picture Commentators of Stations 845
Musical Directors of Stations..... 836
Radio Editors and Writers of Newspapers 225
Stations, Facilities and Personnel..... 407
INDIANA:
Census and "Shifting Populations"..... 246
Chief Engineers of Stations..... 969
Home Economic Directors of Stations... 841
Motion Picture Commentators of Stations 845
Musical Directors of Stations..... 836
Radio Editors and Writers of Newspapers 225
Stations, Facilities and Personnel..... 421
Institute for Education by Radio..... 916
Institute of Radio Engineers, Officers, etc. 916
Intercollegiate Broadcasting System..... 916
Interdepartmental Radio Advisory Comm.. 916
Intermountain Network, Officers, etc..... 318
International Broadcast Stations, U. S..... 994
International Brotherhood of Electrical Workers 917
International News Service, Officers, etc... 145
International Operations, OWI..... 71
International Sections 993
International Shortwave, Article by Bernard Estes 97
International Short Wave Club..... 917
Introduction by Jack Alicoate..... 3
IOWA:
Census and "Shifting Populations"..... 247
Chief Engineers of Stations..... 969
Home Economic Directors of Stations... 841
Motion Picture Commentators of Stations 845



Kate Smith

EDITORIAL INDEX

Musical Directors of Stations..... 836
Radio Editors and Writers of Newspapers 225
Stations, Facilities and Personnel..... 427

K

Kadderly, Wallace J., Article..... 59
KANSAS:
Census and "Shifting Populations"..... 249
Chief Engineers of Stations..... 970
Home Economic Directors of Stations... 841
Motion Picture Commentators of Stations 846
Musical Directors of Stations..... 836
Stations, Facilities and Personnel..... 433
Kansas State Network, Officers, etc..... 318
Kaufman, Ben, Television Article..... 929
KENTUCKY:
Census and "Shifting Populations"..... 251
Chief Engineers of Stations..... 970
Home Economic Directors of Stations... 841
Motion Picture Commentators of Stations 846
Musical Directors of Stations..... 836
Radio Editors and Writers of Newspapers 225
Stations, Facilities and Personnel..... 441
Keystone Broadcasting System:
Personnel 314
Kent, Harold W., Article by..... 53
Kesten, Paul W., Article by..... 297

L

Lambs, The Officers, etc..... 917
Lane, Thomas H., Article on War Bonds... 57
Latin-American Networks 996
Lewis, Lt. Col. Thomas A. H., Article on Army 109
Libraries, Script and Transcription..... 708
Lone Star Chain, Officers, etc..... 318
LOUISIANA:
Census and "Shifting Populations"..... 252
Chief Engineers of Stations..... 970
Home Economic Directors of Stations.... 841
Motion Picture Commentators of Stations 846
Musical Directors of Stations..... 836
Radio Editors and Writers of Newspapers 225
Stations, Facilities and Personnel..... 443

M

Magazines, Radio 207
MAINE:
Census and "Shifting Populations".... 253
Chief Engineers of Stations..... 970
Home Economic Directors of Stations.... 841
Motion Picture Commentators..... 846
Musical Directors of Stations..... 836
Radio Editors and Writers of Newspapers 227
Stations, Facilities and Personnel..... 447
Managers and Agents, Talent..... 709
MANITOBA:
Chief Engineers of Stations..... 974
Musical Directors of Stations..... 839
Stations, Facilities and Personnel..... 649
Market Research Council, Officers, etc.... 917
MARKET STATISTICS (U. S. Census):
By States and Counties..... 233
Burke, Frank, Article..... 234
"Shifting Populations" 233
1944 Market, Article by Wm. P. Noble.. 63
MARYLAND:
Census and "Shifting Populations"..... 254
Chief Engineers of Stations..... 970
Home Economic Directors of Stations.... 841
Motion Picture Commentators of Stations 846
Musical Directors of Stations..... 836
Radio Editors and Writers of Newspapers 227
Stations, Facilities and Personnel..... 451
Maryland All-Home Network..... 318
Mason-Dixon Radio Group, Officers, etc... 318
MASSACHUSETTS:
Census and "Shifting Populations"..... 254
Chief Engineers of Stations..... 970
Home Economic Directors of Stations... 842
Motion Picture Commentators of Stations 846
Musical Directors of Stations..... 837
Radio Editors and Writers..... 227
Stations, Facilities and Personnel..... 455
McClintock, Miller, Article by..... 303
Mexico, Stations of.....1005
MICHIGAN:
Census and "Shifting Populations".... 255
Chief Engineers of Stations..... 970
Home Economic Directors of Stations.... 842
Motion Picture Commentators of Stations 846
Musical Directors of Stations..... 837
Radio Editors and Writers of Newspapers 227
Stations, Facilities and Personnel..... 463
Michigan Radio Network, Officers, etc.... 318
MINNESOTA:
Census and "Shifting Populations"..... 256
Chief Engineers of Stations..... 970
Home Economic Directors of Stations... 842
Motion Picture Commentators of Stations 846
Musical Directors of Stations..... 837
Radio Editors and Writers of Newspapers 227
Stations, Facilities and Personnel..... 471
Minnesota Radio Council..... 917
Minnesota Radio Network..... 319
MISSISSIPPI:
Census and "Shifting Populations"..... 258
Chief Engineers of Stations..... 970
Home Economic Directors of Stations.... 842
Motion Picture Commentators of Stations 846
Musical Directors of Stations..... 837
Radio Editors and Writers of Newspapers 227
Stations, Facilities and Personnel..... 477
MISSOURI:
Census and "Shifting Populations"..... 259
Chief Engineers of Stations..... 971
Home Economic Directors of Stations.... 842
Motion Picture Commentators of Stations 846
Musical Directors of Stations..... 837

366 days in 1944!

An *extra* day during which the Best Music in America will be available for every program on 874 commercial radio stations in the United States.

366 days in 1944!

An *extra* day for the SESAC Station Relations Staff to call on 874 stations and assist broadcasting executives with their program needs, operational problems and Treasury war bond promotion.

366 days in 1944!

An *extra* day for advertising agencies and transcription companies to use America's finest music at a flat 2c recording fee without *extra* costs or "clearance" headaches, through the SESAC Program Service Department.

366 days in 1944!

An *extra* day in which SESAC music will continue to be performed without restriction on more stations in the United States than any other music.

366 days in 1944!

An *extra* day to buy an *extra* War Bond.



S E S A C

475 Fifth Ave. New York, 17, N. Y.

EDITORIAL INDEX

Radio Editors and Writers of Newspapers 227
Stations, Facilities and Personnel..... 481
MONTANA:
Census and "Shifting Populations"..... 261
Chief Engineers of Stations..... 971
Home Economic Directors of Stations... 842
Motion Picture Commentators of Stations 846
Musical Directors of Stations..... 837
Radio Editors and Writers of Newspapers 228
Stations, Facilities and Personnel..... 486
Motion Picture Commentators of Stations.. 845
Mountain & Plain Network, Officers, etc... 318
Music Publishers, A Listing..... 850
Music Publishers' Protective Association.. 917
Musical Conductors and Their Work..... 771
Musical Directors of Stations..... 835

MUTUAL BROADCASTING SYSTEM:

Affiliates, Alphabetically Listed by City 340
Commercial Programs of 1943..... 871
Gross Billings by Agencies for 1943.... 119
McClintock, Miller, Article by..... 303
Network Map 304, 305
Personnel 306
Sponsor Expenditures, 1943..... 119

N

NATIONAL ASSOCIATION OF BROADCASTERS:

Broadcast Music, Inc..... 718
Code 904
National Assn. of Broadcast Engineers... 917
Personnel, Directors and Committee 898, 917
Resolution 907
Statement by J. Harold Ryan..... 65
War Effort Broadcasts by U. S. Stations. 43
National Association of Educational Broadcasters 918, 925
National Assn. of Performing Artists..... 918
National Better Business Bureau..... 918

NATIONAL BROADCASTINC CO.:

Affiliates, Alphabetically Listed by City 340
Commercial Programs of 1943..... 871
Network Map 308, 309
Pan Americcn Network, Stations, Personnel 999
Personnel 311
Stations Owned and Operated by..... 313
Trammell, Niles, Article by..... 307
National Independent Broadcasters..... 918
National Industrial Advertisers Assn..... 918
National Variety Artists..... 919
Navy Department:
Article by J. Harrison Hartley..... 47
NEBRASKA:
Census and "Shifting Populations"..... 261
Chief Engineers of Stations..... 971
Home Economic Directors of Stations.... 842
Motion Picture Commentators of Stations 846
Musical Directors of Stations..... 837
Radio Editors and Writers of Newspapers 228
Stations, Facilities and Personnel..... 488
Nebraska Broadcasters Association..... 919
Network Affiliates, Inc., Officers, etc..... 919

NETWORKS:

Advertising Agency Gross Billings..... 119
Affiliated Stations, Listed by City..... 340
Blue Network Co..... 294
Canadian Broadcasting Corp..... 642
Columbia Broadcasting System..... 300
Employment Data Summary..... 860
Expenditures by Agencies and Sponsors 119
Keystone Broadcasting System..... 314
Mutual Broadcasting System..... 306
National Networks 289
National Broadcasting Co..... 311
Pan American 996
Programs, Commercial, of..... 871
Regional Networks 315
Regulations, Chain FCC, for..... 203
Sponsors Network Expenditures..... 119
NEVADA:
Census and "Shifting Populations"..... 263
Chief Engineers of Stations..... 971
Motion Picture Commentators of Stations 846
Radio Editors and Writers of Newspapers 228
Stations, Facilities and Personnel..... 493
NEW BRUNSWICK:
Chief Engineers of Stations..... 974
Home Economic Directors of Stations.... 844
Musical Directors of Stations..... 839
Radio Editors and Writers of Newspapers 232
Stations, Facilities and Personnel..... 650
New England Regional Network, Personnel, etc. 319
NEW HAMPSHIRE:
Census and "Shifting Populations"..... 263
Chief Engineers of Stations..... 971
Home Economic Directors of Stations.... 842
Motion Picture Commentators of Stations 846
Musical Directors of Stations..... 837
Radio Editors and Writers of Newspapers 228
Stations, Facilities and Personnel..... 493
NEW JERSEY:
Census and "Shifting Populations"..... 264
Chief Engineers of Stations..... 971
Home Economic Directors of Stations.... 842
Motion Picture Commentators of Stations 846
Musical Directors of Stations..... 837
Radio Editors and Writers of Newspapers 228
Stations, Facilities and Personnel..... 497
New Jersey Broadcasters Association..... 920
NEW MEXICO:
Census and "Shifting Populations"..... 264
Chief Engineers of Stations..... 971
Home Economic Directors of Stations.... 842
Motion Picture Commentators of Stations 846
Musical Directors of Stations..... 837
Radio Editors and Writers of Newspapers 228
Stations, Facilities and Personnel..... 501


BLUE

And again
in 1944
Radio's Spotlight
will be on

The Blue Network

★ IT'S EASY TO DO BUSINESS WITH THE BLUE ★



Thanks!

TO • • the nation's radio editors and columnists who voted me America's third most popular news reporter.

TO • • my sponsors: RKO Pictures . . Planters Nut & Chocolate . . Grove Laboratories . . Maltex Cereal . . Old Dutch Coffee . . Bond Stores.

TO • • Universal Pictures for whom I appeared in "We've Never Been Licked."

TO • • Fox Movietone News.

TO • • the National Broadcasting Company.

My Sincerest Appreciation,

George F. Putnam

Fifteen news broadcasts weekly. NBC, 6:00 p.m. and 11:00 p.m., E.W.T.

Master of Ceremonics, THE ARMY HOUR, voted the foremost government war program.

EDITORIAL INDEX

NEW YORK:
- Census and "Shifting Populations"..... 265
- Chief Engineers of Stations..... 971
- Home Economic Directors of Stations.... 842
- Motion Picture Commentators of Stations 846
- Musical Directors of Stations..... 837
- Radio Editors and Writers of Newspapers 228
- Stations, Facilities and Personnel..... 503

News Broadcasts and Commentaries, Code of Wartime Practices..... 865
News Events of 1943, Ten Outstanding.... 39
News Programs, Recommendations of NAB for Handling 905
News Services 145
Newspaper Radio Committee, Officers, etc. 920
Nicaragua, Stations of.....1024
Noble, Wm. P., Article on Market Data.... 63
NORTH CAROLINA:
- Census and "Shifting Populations"..... 266
- Chief Engineers of Stations..... 971
- Home Economic Directors of Stations.... 843
- Motion Picture Commentators of Stations 846
- Musical Directors of Stations..... 837
- Radio Editors and Writers of Newspapers 229
- Stations, Facilities and Personnel..... 531

North Carolina Association of Broadcasters 920
North Central Broadcasting System..... 319
NORTH DAKOTA:
- Census and "Shifting Populations"..... 268
- Chief Engineers of Stations..... 972
- Home Economic Directors of Stations.... 843
- Motion Picture Commentators of Stations 846
- Musical Directors of Stations..... 838
- Radio Editors and Writers of Newspapers 228
- Stations, Facilities and Personnel..... 539

Northern Broadcasting & Publishing, Ltd.. 319
Northern California Broadcasters Assn.... 920
NOVA SCOTIA:
- Chief Engineers of Stations..... 974
- Home Economic Directors of Stations... 844
- Musical Directors of Stations..... 839
- Radio Editors and Writers of Newspapers 232
- Stations, Facilities and Personnel..... 651

O

Office of Censorship:
- Article by J. Harold Ryan..... 65
- Code of Wartime Practices..... 865

Office of War Information, Domestic Radio Bureau:
- Article by Robt. E. Sherwood..... 51
- International Operations, A Round Up.. 71
- Summary, Time & Talent Contributed... 43

Ogilvie, J. W. G., Article on CIAA..... 61
OHIO:
- Census and "Shifting Populations"..... 268
- Chief Engineers of Stations..... 972
- Home Economic Directors of Stations.... 843
- Motion Picture Commentators of Stations 846
- Musical Directors of Stations..... 838
- Radio Editors and Writers of Newspapers 229
- Stations, Facilities and Personnel..... 542

Ohio Association of Broadcasters..... 920
OKLAHOMA:
- Census and "Shifting Population"..... 270
- Chief Engineers of Stations..... 972
- Home Economic Directors of Stations.... 843
- Motion Picture Commentators of Stations 847
- Musical Directors of Stations..... 838
- Radio Editors and Writers of Newspapers 229
- Stations, Facilities and Personnel..... 555

Oklahoma Metropolitan Line, Officers, etc. 319
Oklahoma Network, Officers, etc..... 320
ONTARIO:
- Chief Engineers of Stations..... 974
- Home Economic Directors of Stations.... 844
- Musical Directors of Stations..... 839
- Radio Editors and Writers of Newspapers 232
- Stations, Facilities and Personnel..... 652

Orchestra Leaders and Their Work, 1943.. 771
OREGON:
- Census and "Shifting Populations"..... 271
- Chief Engineers of Stations..... 972
- Home Economic Directors of Stations.... 843
- Motion Picture Commentators of Stations 847
- Musical Directors of Stations..... 838
- Radio Editors and Writers of Newspapers 229
- Stations, Facilities and Personnel..... 559

Oregon State Broadcasters Association.... 920
Organizations 908

P

Pacific Advertising Association..... 920
Pacific Broadcasting Co., Officers, etc.... 320
Panama, Stations of.....1024
Paraguay, Stations of.....1019
PENNSYLVANIA:
- Census and "Shifting Populations"..... 272
- Chief Engineers of Stations..... 972
- Home Economic Directors of Stations... 843
- Motion Picture Commentators of Stations 847
- Musical Directors of Stations..... 838
- Radio Editors and Writers of Newspapers 230
- Stations, Facilities and Personnel..... 565

Pennsylvania Broadcasters' Association... 921
Pennsylvania Network, Officers, etc..... 320
Peru, Stations of.....1019
Poll, RADIO DAILY'S Seventh Annual.... 91
POPULATION STATISTICS (U. S. Census):
- By States and Counties..... 233
- Burke, Frank, Article by..... 234
- Noble, Wm. P., Article by..... 63
- "Shifting Populations" 233

Press Association, Inc., Officers, etc..... 145
PRINCE EDWARD ISLAND:
- Chief Engineers of Stations..... 974
- Home Economic Directors of Stations.... 844
- Musical Directors of Stations..... 839

NEWS... *in a New Dimension*



NEWS, like music, will always be a mainstay of American broadcasting.

The spot news programs and intelligent commentators are established firmly. But news techniques are not static . . . and never have been. Today, more than ever, there is an unmistakable need for *originality* in the treatment of news . . . for creative, stimulating presentations of the inherent drama in the news.

This is Transradio's objective for 1944.

During the present year Transradio will constantly be developing news programs along lines hitherto untried. The new approach to news will dominate our thinking . . . because these original techniques are inevitable. Listeners want them. Advertisers want them.

News in a new dimension.

It will be created this year, in the form of several outstanding radio presentations, by Transradio. If you are looking for an original news program idea, let us tell you what we are doing.



TRANSRADIO PRESS SERVICE, Inc.

521 FIFTH AVENUE NEW YORK 17, N. Y.

EDITORIAL INDEX

Stations, Facilities and Personnel..... 660
Program Producers, Listing..... 669

PRODUCTION:

Agents and Managers, Talent..... 709
Artists and Their Work During 1943.... 731
Announcers, Their Work During 1943.. 789
Associated Music Publishers, Article and Publisher Members 716
BMI, Article and Publisher Members.... 718
Censorship Code 865
FCC Regulations Regarding Production: (Operation) of Broadcast Stations (See 1943 Radio Annual)..... 892
Home Economic Directors of Stations.... 840
Libraries, Script and Transcription..... 708
Managers and Agents, Talent..... 709
Motion Picture Commentators of Stations 845
Musical Conductors and Their Work.... 771
Music Directors of Stations..... 835
Music Publishers, A Nation-Wide Listing 850
News Commentators and Their Work... 779
Orchestra Leaders and Their Work..... 771
Producers and Directors and Their Work 828, 848
Program Producers 669
Programs of 1943, Network Commercial 871
Recording Companies 695
Script Libraries 708
SESAC Article and Publisher Members.. 724
Showman's Calendar 859
Sports Commentators and Their Work.. 815
Transcription Companies 695
Transcription Libraries 708
Vocal Artists and Their Work, 1943.... 761
War Effort Broadcasts (OWI-Tabulated). 43
Writers, Radio 821
Professional Music Men, Inc., Officers, etc. 921
Programs of 1943..... 871
Program Producers, Listing..... 828
Publications, Radio 207
Publishers, Music, Listing..... 850

PUERTO RICO:

Chief Engineers of Stations..... 974
Musical Directors of Stations..... 839
Stations, Facilities and Personnel..... 638

Q

Quaker Network, Officers, Stations, Etc... 320

QUEBEC:

Chief Engineers of Stations..... 974
Home Economic Directors of Stations.. 844
Musical Directors of Stations..... 839
Radio Editors and Writers of Newspapers 232
Stations, Facilities and Personnel..... 660

R

Radio Club of America..... 921
Radio Correspondents' Association..... 921
Radio Council-Chicago Public Schools... 921

RADIO DAILY:

Seventh Annual Poll of Radio Editors and Critics 91
Television Highlights—1943 931
Radio Directors' Guild..... 921
Radio Directors' Guild—Programs..... 848
Radio Executives Club of New York..... 922
Radio Goes to War, OWI Summary..... 43
Radio Manufacturers' Association: Officers, Personnel, etc.....922, 965
Radio Manufacturers' Assn. of Canada... 922
Radio News Association, Officers, etc..... 145
Radio Programmas de Mexico..... 320
Radio Television Roundup..... 931
Radio Script & Transcription Exchange FREC 922
Radio In War & Peace, Statement by James L. Fly..... 33
Radio Technical Planning Board.....922, 967
Radio Writers' Guild of the Authors' League of America..... 923
Raibourn, Paul, Article on Television..... 935

RCA:

Article by David Sarnoff..... 45
Recording Companies 695
Regional Networks 315
Representatives, Station 127
Research Organizations 147
Reuters, Personnel, etc..... 145

RHODE ISLAND:

Census and "Shifting" Personnel, etc... 273
Chief Engineers of Stations..... 972
Motion Picture Commentators..... 847
Musical Directors of Stations..... 838
Radio Editors and Writers of Newspapers 230
Station, Facilities and Personnel..... 583
Rocky Mountain Radio Council..... 923

Rules and Regulations, FCC:

Applications 198
Chain Broadcasting 203
Developmental (See 1943 Radio Annual) 953
Facsimile 950
International (See 1943 Radio Annual).. 993
National Defense 204
Non-Commercial Educational 926
ST Stations (See 1943 Radio Annual)... 955
Television 945
Ryan, J. H., Article on Radio Censorship 65

S

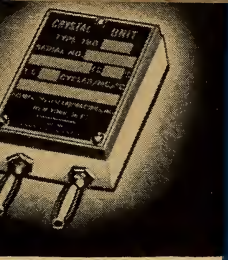
Sarnoff, David, Article by..... 45

SASKATCHEWAN:

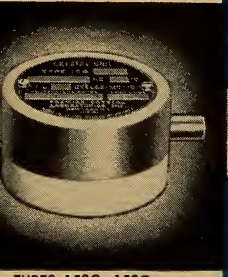
Chief Engineers of Stations..... 974
Home Economic Directors of Stations.. 844
Musical Directors of Stations..... 839
Radio Editors and Writers of Newspapers 232
Stations, Facilities and Personnel..... 664
Script Libraries 708
Script Writers 821
Seldes, Gilbert, Television Article..... 69

SESAC, Inc.:

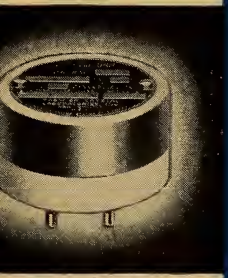
Officers, Address, etc..... 923
Publisher Affiliates 725
Statement by Paul Heinecke..... 724



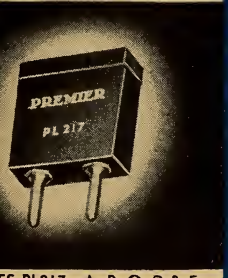
YPES 180C, 180G, 180P



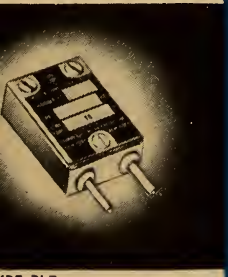
TYPES 150C, 150G



TYPES 80C, 80G



ES PL217—A, B, C, D & E



YPE PL7

TYPE 185P

PREMIER CRYSTALS



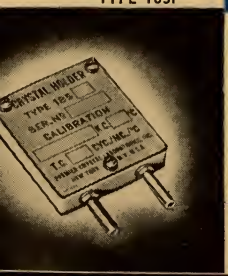
PREMIER CRYSTALS combine extreme precision and unexcelled quality, the result of fifteen years' specialized research and engineering development.

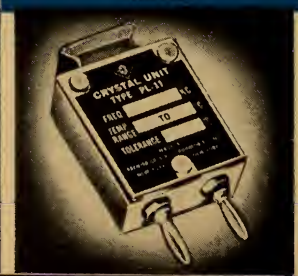
PREMIER HOLDERS are distinctive in design and skillfully constructed to meet the demands of the most rigid specifications.

PREMIER CRYSTAL LABORATORIES, INC.

MANUFACTURERS OF RADIO AND ELECTRONIC EQUIPMENT
OPTICAL AND PIEZO CRYSTALS—PRECISION CRYSTAL HOLDERS
53 PARK ROW (Telephone BEekman 3-4980) NEW YORK 7, N. Y.

(TYPE PL7) (TYPES PL217—A, B, C, D & E) (TYPE 185CT, 185G)









EDITORIAL INDEX

Shapiro, M. H., Article by.....37, 117, 953
Sherwood, Robert E., Article by..... 51
"Shifting Populations" .....
Shortwave, Article by B. Estes..... 97
Shortwave, Article by J. W. G. Ogilvie.... 61
Showman's Calendar for 1944..... 859
Singers and Their Work in 1943..... 761
Society of Jewish Compcsers, Publishers and Song Writers..... 923
Society of Motion Picture Engineers..... 923
Song Writers Protective Assn. (SPA)..... 923
South American Networks..... 996
South & Central American Stations.....1010
SOUTH CAROLINA:
Census and "Shifting Populations"..... 274
Chief Engineers of Stations..... 972
Home Economic Directors of Stations.. 843
Motion Picture Commentators of Stations 847
Musical Directors of Stations..... 838
Radio Editors and Writers of Newspapers 230
Stations, Facilities and Personnel..... 585
South Central Quality Network..... 321
SOUTH DAKOTA:
Census Data 274
Chief Engineers of Stations..... 973
Home Economic Directors of Stations.... 843
Motion Picture Commentators..... 847
Musical Directors of Stations..... 838
Radio Editors and Writers of Newspapers 230
Stations, Facilities and Personnel..... 589
South Texas Radio Package..... 321
Southern California Broadcasters Assn.... 923
Southern Minnesota Network, Personnel, etc. 321
Sponsor Network Expenditures..... 119
Sports Broadcasters Assn. (N. Y. Chapter) 923
Sports Commentators and Their Work.... 815

STATIONS:

Alphabetically (U. S.) by Call Letters with Index to Detailed Information.. 324
Alphabetically (U. S.) by City with Major Network Affiliations..... 340
Application, FCC Regulations..... 198
Blue Network Co. Owned, Managed or Programmed by 295
CANADA:
Alphabetically by Call Letters with Index to Detailed Information..... 643
Geographically, with Detailed Information Listed by Province..... 645
Listed by Province..... 645
CBS Owned 302
Censorship Code 865
Central American (also see Individual Countries) 1010
Chief Engineers of..... 968
Cuban 1003
Employment Data Summary..... 860
FCC Lists:
Developmental (See 1943 Radio Annual 952
Facsimile 950
High Frequency (FM)..... 955
International 994
Non-Commercial Educational 926
Representatives 127
ST (See 1943 Radio Annual)..... 954
Standard Band (Alphabetically Listed by Call Letters) 324
Station Statistics 37
Television 938, 941
Growth of Radio Stations, 1941-1943, Chart 205
Home Economic Directors of..... 840
Mexican 1005
Motion Picture Commentators of..... 845
Musical Directors of..... 835
National Association of Educational Broadcasters 918, 925
NBC, Owned & Operated by..... 313
Production Rules and Regulations, FCC (See 1943 Radio Annual)..... 892
Representatives 127
Standard Broadcast, Detailed Information Listed Alphabetically by States..... 340
South American 1010
Stations, U. S., Article by M. H. Shapiro 37
War Effort Broadcasts of, OWI Summary 43
Surinam, Stations of.....1024

T

Talent Managers and Agents..... 709
Taylor, Deems, ASCAP Article..... 712
Taylor, J P., Article by..... 959
Technical (Radio) Publications..... 207
Technical Section 957
Telephone Numbers, Important Radio, 100, 101, 102, 103, 105
TELEVISION:
Television Broadcasters Assn..... 937
Television Highlights—1943 931
Television Section 927
American Television Society..... 911
FCC Regulations 945
Problems of Television, An Article by Paul Raibourn 935
Stations, Commercial, Experimental..938, 941
Television Today & Tomorrow, Article by Ben Kaufman 929
Television in War & Peace, Article by Gilbert Seldes 69
Television Press Club..... 923
TENNESSEE:
Census and "Shifting Populations"..... 275
Chief Engineers of Stations..... 973
Home Economic Directors of Stations... 843
Motion Picture Commentators of Stations 847
Musical Directors of Stations..... 838
Radio Editors and Writers..... 230
Stations, Facilities and Personnel..... 590
TEXAS:
Census and "Shifting Populations"..... 277
Chief Engineers of Stations..... 973
Home Economic Directors of Stations.... 843

The WOMAN

RADIO'S MOST DRAMATIC FORWARD-STEP OF THE YEAR!

IS THE GREATEST SURE-FIRE RADIO SHOW EVER OFFERED TO YOU FOR INCREASING YOUR BUSINESS

A *BIG NAME* TRANSCRIBED HALF HOUR RADIO SHOW ON A NO MONEY BASIS! WHEN YOU SELL THIS SHOW YOU MAKE *TWO TIME SALES SIMULTANEOUSLY!*

HERE'S THE IDEA OF THE PROGRAM

★ ★ ★ ★ ★ ★ ★ ★ ★ ★

"THE WOMAN" is a half hour transcribed radio show somewhat similar in program format to the "Radio Readers Digest" broadcast each Sunday evening over CBS. As a matter of fact this program is also built around the magazine idea, for the material on the program, is taken from the nationally famous digest magazine of the same name, "THE WOMAN."

The program is nationally publicized in the pages of the magazine every month. Furthermore, the program is pre-sold to the nation's women considering that the material used on the radio show has been read by millions of women throughout the country.

Each program has, in addition to a "guest star" interview between famous personalities from all walks of life, and Lorna Farrell, editor in chief of "THE WOMAN," a series of dramatizations, comments, and other interesting items to the "Women of America." The "guest star" interview spot on the show also has the advantage of fading into a dramatic, or comedy routine, with the guest star playing in that part of the show.

Just think of having these authors for your radio program: Fannie Hurst, Madame Chiang Kai Shek, Kate Smith, Katherine Brush, Vice-President Wallace, Jan Struthers, (author of "Mrs. Minniver") Konrad Bercovici, Wendell Willkie, Mary Margaret McBride, and others of equal fame. Yes these ARE YOUR AUTHORS, for it is the stories and articles that they have written for "THE WOMAN" magazine, that are used on the radio show. Think of having these guest stars on YOUR radio show: Mayor LaGuardia, of New York City, John Boles, famous stage and screen star, the incomparable "Hildegarde" star of the NBC "Beat The Band" show, Kate Smith's Emcee Manager, Ted Collins. These are just a few of the great guests that you can expect on the radio show "THE WOMAN." The other programs in the series features more of these great personalities that have already been sold to unprecedented public acceptance.

The program has everything, human interest, comedy, pathos, everything that goes to make a fine radio program. It is the only BIG RADIO SHOW built exclusively for "the women of America." Yes it's "THE WOMAN."

Put The WOMAN *to work for you* NOW!

NOW AVAILABLE FOR LOCAL SPONSORSHIP IN MANY MARKETS ON A NEW *NO MONEY* BASIS WHEREBY YOUR STATION MAKES *TWO TIME SALES SIMULTANEOUSLY* WHEN YOU SELL IT!

WRITE — WIRE — TELEPHONE

Kermit-Raymond CORPORATION

745 FIFTH AVENUE, NEW YORK CITY (22)

ELdorado 5-5511

EDITORIAL INDEX

Motion Picture Commentators of Stations 847
Musical Directors of Stations..... 838
Radio Editors and Writers of Newspapers 230
Stations, Facilities and Personnel..... 597
Texas State Network Officers, etc..... 321
Texas Quality Network Officers, etc..... 321
Tobacco Network, The..... 321
Tompkins, Merritt E., Article on BMI..... 718
Trade Publications, Radio..... 207
Trammell, Niles, Article by..... 307
Transcription Companies 695
Transcription Libraries 708
Transcription Network 314
Transradio Press Service, Officers, etc..... 145
Treasury Department:
Article by Thomas H. Lane..... 57
Tri-City Stations of Virginia, Officers, etc... 321
Twenty Year Club, Personnel..... 924

U

Unions 897
United Press Association, Officers, etc..... 145
United States Department of Interior—Radio Section, Personnel, etc..... 924
Uruguay, Stations of.....1020

UTAH:
Census and "Shifting Population"..... 280
Chief Engineers of Stations..... 973
Home Economic Directors of Stations.... 844
Motion Picture Commentators of Stations 847
Musical Directors of Stations..... 839
Radio Editors and Writers of Newspapers 231
Stations Facilities and Personnel..... 611

V

Variety Artists and Their Work in 1943... 731
Venezuela, Stations of.....1021

VERMONT:
Census and "Shifting Populations"..... 281
Chief Engineers of Stations..... 973
Home Economic Directors of Stations.... 844
Motion Picture Commentators of Stations 847
Musical Directors of Stations..... 839
Radio Editors and Writers of Newspapers 231
Stations, Facilities and Personnel..... 614

VIRGINIA:
Census and "Shifting Populations"..... 281
Chief Engineers of Stations..... 973
Home Economic Directors of Stations... 844
Motion Picture Commentators of Stations 847
Musical Directors of Stations..... 839
Radio Editors and Writers of Newspapers 231
Stations, Facilities and Personnel..... 615
Vocalists and Their Work in 1943..... 761

W

War Bonds, Article by Thomas H. Lane... 57
War Communications Board.....41, 75, 913
Members, Coordinating Committee, etc.. 41
War Activities Committee (Radio Sub-Committee) 924

WASHINGTON:
Census and "Shifting Populations"..... 283
Chief Engineers of Stations..... 973
Home Economic Directors of Stations.... 844
Motion Picture Commentators of Stations 847
Musical Directors of Stations..... 839
Radio Editors and Writers of Newspapers 231
Stations, Facilities and Personnel..... 619
Washington State Assn. of Broadcasters.. 924
West Indies, Stations of.....1024

WEST VIRGINIA:
Census and "Shifting Populations"..... 284
Chief Engineers of Stations..... 973
Home Economic Directors of Stations... 844
Motion Picture Commentators of Stations 847
Musical Directors of Stations..... 839
Radio Editors and Writers of Newspapers 231
Stations, Facilities and Personnel..... 624
West Virginia Network, Officers, etc..... 321
Western Association of Broadcasters..... 924
Whiteman, Paul, Article on Music..... 89

WISCONSIN:
Census and "Shifting Populations"..... 285
Chief Engineers of Stations..... 974
Home Economic Directors of Stations.... 844
Motion Picture Commentators of Stations 847
Musical Directors of Stations..... 839
Radio Editors and Writers..... 231
Stations, Facilities and Personnel..... 629
Wisconsin Network, Officers, etc..... 322
Wolverine Network, The..... 322
Woman's National Radio Committee..... 924
Woods, Mark Article on Blue Network.... 291
Writers, Radio 821
Writers and Radio Editors of Newspapers 221
Writers War Board..... 924

WYOMING:
Census Data 286
Chief Engineers of Stations..... 974
Home Economic Directors of Stations.... 844
Motion Picture Commentators of Stations 847
Musical Directors of Stations..... 839
Radio Editors and Writers of Newspapers 232
Stations, Facilities and Personnel..... 635

Y

Yankee Network, Officers, etc..... 322

Z

Z—Net, Officers, Stations, etc..... 322



RAYMOND PAIGE

AND HIS ORCHESTRA

Featured on

STAGE DOOR CANTEEN

Corn Products Refining Company

Management

HAL HACKETT

MUSIC CORPORATION OF AMERICA

LONDON • NEW YORK • CHICAGO • SAN FRANCISCO • BEVERLY HILLS
CLEVELAND • DALLAS

ADVERTISING

1944 INDEX 1944

A

Abbott, Bud 52
"Abie's Irish Rose"..... 676
Advance Television Picture Service, Inc..... 930
Advertiser, The 216
Advertising Age 212
Air Features, Inc..... 685
Alaska Broadcasting Co.. 636
Alber, David O., Asso... 759
Alexander, Alton 689
All-Canada Radio Facilities Limited 649
Allen, Fred 42
Allied Record Mfg. Co... 700
Alsop, Carlton 823
Ameche, Don 66
Anderson, Eddie 756
Andrews Sisters, The.... 762
Arthur, Jack 750
Associated Recorded Program Service 668

B

Baker, Art 780
Baker, "Smiling" Jerry... 767
Baker, Phil..Inside Back Cover
Barnes Printing Company. 146
Barry Sisters 767
Bates, Lulu 766
Beasley, Irene 732
Beck, Jackson 743
Bell, Patricia 86
Bennett, Jay 824
Benny, Jack 38
Berens, Norman 768
Berg, Gertrude 744
Bergen, Edgar 50
Berle, Milton 44
Billboard, The 222
Bixby, Carl 821
Black, Ivan 757
Block, Martin 10
Blocki, Fritz 822
Blue Network, The.....16-17
BMI 98-99
Boles, Jim 747
Bower, Roger 745
Bowes, Major, Amateurs. 691
Boyar, Burt 86
"Breakfast Club" 143
Brenaman, Tom 932
Brooks, Joan 86
Burn, Walter P., and Associates, Inc. 94
Burns, Bob 735
Burton, Bill 106-107

C

CFRB 657
CKCL 658
CKLW 659
Cafe Society 757
Campbell, Patsy 86
Canadian Advertising ... 218
Canadian Broadcasting Corp. 640
Canova, Judy 70
Cantor, Eddie 40
"Can You Top This?"... 745
Carson, Jack 733
Chimes, Michael 756
Cherniavsky, Josef 778
Clark, Lon 754
Close, Upton 84
Cohan, Phil 690
Columbia Broadcasting System...111, 112, 113, 114
Columbia Recording Corp. 694
Combs, George H., Jr... 785
Commercial Services, Inc. 158
Como, Perry 68
Connecticut State Network, The 316
Conte, John 766
Costello, Lou 52
Cott, Ted 825
Courtney, Alan 754
Courtney, Diane 764
Cravens, Kathryn 785
Cresta Blanca Wine Co.. 90
Crosby, Bob 771

D

Daly, Cass 763
Davies, Gwen 750
Davies, Lew 160
Dean, Eddie 756
DeAngelo, Carlo 825
Decca Records, Inc..... 703
Donald, Peter .....745 & 749
Don Lee Network..... 288
Dorsey, Jimmy 106
Douglas, Don 752
Down Beat Publishing Co..226
Downey, Morton 64
Dubonnet Corporation ... 158
Dudley, Bernard 795
Dumke, Ralph 752
Durante, Jimmy 56

E

East, Ed & Polly..... 748
Easy Aces 748
Edwards, Joan 760
Edwards, Ralph 72
Ellis, Anita 764

F

Fairchild, Edgar "Cookie" 772
Feature Bureau 689
"First Mate Bob"..... 688
Fizdale, Tom, Inc..... 759
Fitzgerald, Edward & Pegeen 741
Flannery, Harry W..... 82
Ford, Senator 745
Forrest, Helen 107
Framer, Walt 826
Frederick Bros. Artists Corp. 120

G

Gailmor, William S..... 784
Gallop, Frank 791
Garde, Betty 728
Gardiner, Reginald 740
Gardner, Ed (Archie)..... 750
Gart, Jon 778
General Amusement Corp. 684
General Electric Inside Front Cover
Georgia Broadcasting Co., Inc. 396
Gernannt, William 684
Godfrey, Arthur 58
Goodman, Benny 30
Gould, David E.....106-107
Gould, Morton 90

HILDEGARDE



starring in

BEAT THE BAND

every Wednesday night

for

Brown & Williamson's

Raleigh Cigarets

Personal Manager
ANNA SOSENKO

Exclusive Representatives
MUSIC CORPORATION OF AMERICA

ADVERTISING INDEX

Grauer, Ben 789
Green, Art 801

H

Hadley, Hap...Facing P. 1024
Hall, Radcliffe 795
Harris, Arlene 748
Harris, Bob 799
Haven of Rest..... 688
Haymes, Dick 106
Heatter, Gabriel 782
Herlihy, Ed 797
Herman, Woody 770
Hershfield, Harry 745
Hersholt, Jean 76
Hildegarde 28
Hill, Edwin C..... 782
Hill, Ruth 86
Hoff, Carl 775
Hope, Bob 46
Hulick, Budd 752
Hull, Warren 746

J

Jarvis, Al 755
Johnson, Parks 746
Jones, Spike 775
Jordan, Marion and Jim.. 48
Jostyn, Jay 751
Joy, Dick 793

K

KCKN 434
KCMO 482
KDYL 613
KFDM 599
KFEL 377
KFI 361
KFJZ 602
KFMB 370
KFQD 636
KFWB 362
KGFJ 363
KGKO 598
KLX 366
KMBC 296
KMPC 364
KMTR 365
KOA 376
KODY-WOW 490-491
KOY 412
KOZY 954
KROW 367
KSD 480
KSL 612
KSTP 474
KSUN 412
KTUC 412
KWKH 448
KXEL 432
KaDell, Carlton 789
Kasper-Gordon, Inc. 672
Kaufman, Irving 746
Kaye, Sammy 770
Kelk, Jackie 756
Kennedy, John B..... 781
Kent-Johnson, Inc. 686
Kermit-Raymond Corp... 24
Keystone Broadcasting System ..Bet. pages 314-315
Kroeger, Berry 754

L

Latimer, Ed 753
Laurie, Joe, Jr..... 745
Lavalle, Paul 774
Lawrence, Gertrude 734
Lee, Bert 817
Linkletter, Art 752
Lombardo, Guy 36
Long, Johnny 772
Lorde, Athena 747
Lovejoy, Frank 753
Lupino, Ida 730
Lyons, A. and S., Inc.... 108

M

MacGregor, C. P..... 691
Mack, Dick 730
Malone, Ted 754
Manners, Lucille 764
Marks, Lt. Garnett..... 92
Martin, Charles 829
Marx, Groucho 730
McBride, Mary Margaret. 737
McClatchy B'casting 358
McGee, Fibber and Molly 48
McGeehan, Pat 793
McGill, Jerry 823
McGillvra, Joseph Hershey, Inc. 152
McNeill, Don 143
Mears, Martha 766
Mercer, Johnny 822
Merry Macs, The..... 766
Metronome 220
Michelson, Charles 682
Michigan Radio Network. 461
Miller, Jack 776
Monroe, Lucy 761
Moore, Garry 742
Moorehead, Agnes 738
Morris Wm. Agency, Inc. 104
Morse, Carlton E..... 824
Murray, Mildred 751
Musical Courier 224
Musical Steelmakers 160
Mutual Broadcasting System 80-81
Muzak Transcriptions, Inc. 698

N

National Concert and Artists Corp. 116
NBC (Insert)..Bet. pages 96-97
NBC (Radio-Recording Division) .....666 and 696
NBC (Spot Sales)..... 2
Nichols, Anne 676
Nolte, Lois Mae..... 160
North Central Broadcasting System 472
Northwest Network, The.. 470
Novak, Frank 777

O

Oboler, Arch 821

P

Pacific Blue Network, The 356
Paige, Raymond 26
Pearce, Al 739
Perry, Bill 765
Phillips, Don 799
Pictorial Photo Engraving 727
Pitt, Merle 776
Post, Carl 758
Pratt, Ben 86
Premier Crystal Laboratories, Inc. 22
Press Association, The .....8 & R. O. B.
Press Wireless, Inc..... 34
Presto Recording Corp... 958
Pringle, Nelson 784
Professor Quiz 88
Putnam, George F..... 18

Q

Quiz Kids 736

R

Radio Corporation of America .....Back Cover
Radio-Craft 214
Radio News Reel (Recording Division)... 703
Radio Programas de Mexico 124
Rambeau, William G., Co. 128
Ramirez, Carlos 762
Renard, Jacques 776
Repaid, Billy 783
Riggs, Tommy..Facing page 1
Ringling Bros and Barnum and Bailey.... 32
Robertson, "Texas" Jim.. 768
Rocco, Maurice 78
"Rochester" 756
Rockhill Radio, Inc..... 701
Rosa Rio 754
Ross Federal Research Corp. Fac. Inside Back Cover
Runyon, Damon, Players. 107

B E N N Y



G O O D M A N

"THE GANG'S ALL HERE"

and

"SWEET AND LOWDOWN"

for 20th Century-Fox Films

Columbia Records

•

Exclusive Management

MUSIC CORPORATION OF AMERICA

Personal Management: Harry Weinstein, 1619 Broadway, N. Y.

ADVERTISING INDEX

S

Saphier, James L. 118
Schenley Products 90
Schubert, Bernard L., Inc. 674
Seeds, Russel M., Co. 144
SESAC 14
Sherin, Leo "Ukie" 755
Shore, Dinah 60
Simms, Ginny 62
Sincere, Jean 86
Skelton, Red 54
Smart Set, The 768
Smith, Kate 12
Snow, Lucile 86
Sobol, Hartman, & Faggen 758
Souvaine, Henry, Inc. 678
Spivak, Charlie 773
Spot Sales, Inc. 126
Standard Rate & Data ... 210
Stark, Richard & Co. 690
Steel, Johannes 783
Stein, Harold 687
Stern, Bill 816
Swing, Raymond Gram. .. 781
Sylvern, Henry 776

T

Tempest, Coral 86
Templeton, Alec 90
Thomas, Ann 748
Thompson, J. Walter, Co. 122
Tours, Frank 774
Transamerican Broadcasting and Television Corp. 4
Transradio Press Service, Inc. 20
Tremayne, Les 750
Tri-Penn Market 568-581
Trier, Ryc 86
Tuttle, Lurene 749

U

Universal Microphone Co. Ltd. 962

V

Vallee, Rudy 728
Vernor, Vi and Vilma 86
Viola, Franklyn J., & Co. 128
Von Zell, Harry 791
Voorhees, Don 774
Vox Pop 746

W

WAAT 498
WABY 503
WAGE 528
WAIT 416
WAKR 541
WATL 396
WATR 316
WAZL 569
WBAL 450
WBAP 598
WBBM 406
WBIG 534
WBLK 290
WBNX 508
WBNY 505
WBYN 504
WCAU 564
WCBI 477
WCBM 451
WCFL 408
WCHS 290
WCOP 454
WCOU 448
WCSC 586
WDAS 571
WDEL 386
WDRC 380
WDSU 444
WELI 316
WEMP 632
WERC 567
WEST 566
WEVD 510
WFAA 598
WFAS 530
WFBL 526
WFBM 422
WFCI 582
WFIL 572
WFMJ 554
WFTC 536
WGAL ..... 568 & 581
WGBR 535
WGCM 478
WGN 410
WGPC 396
WGST 399
WGY 527
WHAM 524
WHAS 440
WHB 6
WHEB 494
WHIO 550
WHK 546
WHN 511
WHOM 496
WIBG 573
WIBW 436
WIND 413
WINS 512
WIOD 392
WIP 574
WIRE 424
WISN 628
WJAX 389
WJJD 413
WJTN 507
WJW 548
WKAT 390
WKBO ..... 568 & 581
WKRC 543
WLAW 458
WLS 412
WLW 310
WMAQ 414
WMC 594
WMCA 514
WNAB 316
WNEW 516
WNBC 316
WNLC 316
WOKO 503
WOL 387
WOOD 486
WOR 518
WORK ..... 568 & 581
WORL 456
WOV 522
WOW-KODY 490-491
WPAR 290
WPAT 500
WPEN 576
WPRO 584
WPTF 537
WQXR 520
WRAK 580
WRBL 396
WRNL 617
WROK 419
WRR 602
WSAI 544
WSAZ 290
WSB 398
WSM 596
WSRR ..... 316 & 384
WTBO 452
WTIC 382
WTOL 552
WWJ 484
WWNC 532
WXYZ 462
Wain, Bea 765
Waldrop, Jim 797
Walton, Sidney 779
Waring, Fred 74
Wayne, Jerry 760
Weintraub, William H., & Co., Inc. 156
West Virginia Network, The 290
Westinghouse (Radio Division) 960
Wheeling Steelmakers .. 160
Wismer, Harry 819
Wolf Associates, Inc. 680

Y

Yankee Network, The, Inc. 154-155

Z

Zerbe, Lawson 744
Ziv, Frederic W., Inc. 670



"THE GREATEST SHOW ON EARTH"

salutes all its radio friends serving in the Armed Forces, the O.W.I., the Red Cross and the Home Front of the Greatest COUNTRY on Earth.

RINGLING BROS AND BARNUM & BAILEY

Radio Department

BEV. KELLEY . . . . . FRANK MORRISSEY

RADIO IN TOTAL WAR AND IN PEACE



JAMES LAWRENCE FLY
Chairman, Federal Communications Commission

RADIO'S VALUE as our most effective medium of mass communication and as a unifying force in time of national emergency was strikingly reaffirmed during the past year. Gearing itself to the demands of total war, American radio reporting has enabled the people at home to know the tragedy, the setbacks, victories and the problems of the battlefront with a completeness and speed undreamed of in World War I. The degree to which the homefront has been mobilized could not have been achieved without the hearty co-operation of the radio industry. For millions of our soldiers here and overseas, deprived of homelife and normal pleasures for warworkers and for the rest of our people at home, the radio continues to be the most readily available source of entertainment.

●

In view of the nation's need for the very best wartime service that radio can render, it is imperative that the industry increase its efforts wherever possible during the coming year. The tendency already noted in some quarters to yield to the temptation of quick and easy profits at the expense of public service must not become general. In some cases public service programs, particularly educational programs, are being curtailed. Some daytime schedules are crowded with cheap, shoddy dramatics which aggravate, not alleviate, wartime hyper-tension to the exclusion of worthwhile material. This is particularly unfortunate in view of radio's record-breaking earnings during the past year.

●

In line with its concept of public interest, the Commission in 1943 extended the license period of standard broadcast stations and prohibited multiple ownership of stations in the same service area.

The materials and manpower shortages continued critical during 1943, but in August the Commission was able to report that construction involving the use of idle equipment would be authorized to increase the power of 100-watt local channel stations or to build new low-power channel stations. The Commission also prepared a catalog of surplus and salvageable equipment and a report on idle standard broadcast transmitters. Foreign language broadcasting which as a whole has been invaluable to the war effort was examined as an emergency measure.

●

With some military experts pointing to a European victory in the coming year, a new challenge confronts radio. The new year must see specific plans completed to develop FM, television and other refinements of the radio art without, at the same time, causing serious dislocations to our present systems of radio broadcasting after the war. The Commission is eager to move ahead with industry in realizing the tremendous gains of war research and I am glad to say that at our November conference held with industry scientists on the Radio Technical Planning Board and representatives of other Government agencies, an encouraging start was made toward solution of some of these difficult problems.

For Complete FCC Section Please Turn to Page 193

★ ★ ★ ★ ★ ★ ★ ★



A Group of Workers in the Hicksville Plant of Press Wireless, Inc., Rejoicing at Announcement the Plant Had Been Given Its Second Army-Navy "E" Award



Awarded to Our Hicksville Long Island Plant for Outstanding Achievement in War Production

"IN THE SERVICE"

As one of the principal suppliers of vital radio equipment for our armed forces, Press Wireless, Inc., has been "in the service" since Pearl Harbor. Units from Press Wireless factories are now on duty at the fighting fronts throughout the world and on the home front too. Press Wireless is proud of its close relationship with the armed services and pledges continuation of its best efforts toward a final and speedy Victory.

PRESS WIRELESS, INC., IS DEVELOPING OR MANUFACTURING

- HIGH POWER TRANSMITTERS
- DIVERSITY RECEIVERS
- AIRCRAFT AND AIRFIELD RADIO EQUIPMENT
- RADIO PRINTER SYSTEMS
- MODUPLEX UNITS "TRADE MARK"
- CHANNELING DEVICES
- RADIO PHOTO TERMINALS
- FACSIMILE MACHINES

AND OTHER TYPES OF RADIO AND COMMUNICATIONS EQUIPMENT

Executive Offices
435 N. MICHIGAN AVENUE, CHICAGO

PRESS WIRELESS, INC.

Sales Office, Manufacturing Division
1475 BROADWAY, NEW YORK CITY

RADIO'S VITAL WARTIME ROLE

By Frank Burke
Editor, RADIO DAILY

RADIO'S paramount interest as we enter 1944 is to aid in the nation's all out effort to win the war and facts and figures gained from government agencies indicate that the industry is doing a magnificent job.

Reports from OWI, Treasury Department, and the radio divisions of the armed forces emphasize that during 1943 radio played a vital part in making the nation war conscious and has more ambitious plans for wartime coverage in 1944.

Coupled with the industry's wartime activities are indications of postwar prosperity with the prospects of television, FM, Radar and facsimile, as commercial developments with the cessation of hostilities.

Tele interests, both in the radio and motion picture fields, are showing activity in their postwar planning and the FM devotees have already set in motion plans for development of frequency modulation. Two organizations, important in the planning, are the Radio Technical Planning Board and the FM Broadcasters, Inc. The RTPB is now preparing recommendations to the Federal Communications Commission and the FMBI is working to make their interests vital in the postwar radio field.

Linked with the industry's growing interest in tele, FM and allied developments are the problems which beset the FCC in the allocation of wave lengths. Recently FCC Chairman Lawrence Fly, speaking before the national FM group, said "FM had become of age" but did not outline any of the commission's plans or views on the subject of allocations.

* * * *

Flushed with the most profitable year in the history of radio, networks and stations alike enter 1944 with optimism and ambitious planning predicated on the cessation of hostilities and the conversion of the industry to peacetime manufacturing. It is the opinion in some quarters that the postwar development of tele and FM will not come as rapidly as some expect and that it may be from one to two years after the war before the full stride of the postwar boom is reached.

* * * *

Although postwar prosperity is an absorbing speculative subject, broadcasters are not allowing their wartime role to be neglected. To the contrary, radio has made amazing contributions to the war effort and right now basks in the spotlight of public service glory as a result of the OWI estimates of the industry's contributions during 1943. These figures, released in Washington on January 31, reveal that the estimated time, talent and other gratis radio services during the past year is valued at $103,582,000 and that the nets and stations handled a grand total of 3,514,510 wartime messages during the year.

* * * *

Past year saw a new high reached in the matter of industry relations with FCC and the policies of this governmental agency as pertaining to public and congressional interest. Highlights of these activities were the Supreme Court decision of May 10 which upheld the FCC's network regulatory powers and the White-Wheeler bill hearings to revise and definitely define the Commission's powers under the Communications act. These hearings were concluded late in December and a revised White-Wheeler bill, at this writing, is in the process of being prepared.

* * * *

Among the major problems which beset the industry during the past year was the AFM ban on recordings. Dating back to August 1, 1942, when the production of musical phonograph records and transcriptions came to a halt in the studios, the strike continued until last November. Then at a WLB panel hearing, Decca and World led the way in affecting a partial settlement of the AFM-recording dispute and resumed making of records. Meanwhile RCA, Victor, Columbia Recording Corp., and the Radio Recording division of NBC, continued their negotiations through the WLB with AFM for a more satisfactory recording contract.

* * * *

Summing up radio's role in the wartime year of 1943 we conclude the industry may well be proud of its accomplishments. It has taken the inconveniences of wartime operation in stride; achieved unprecedented heights in public service and worked diligently with the Nation in the No. 1 assignment—*winning the war.*

Thanks

To the radio editors of the United States and Canada.

To my brothers, and the boys in the band.

To the Roosevelt Hotel.

And to our exclusive agents and friends, MCA.

Guy Lombardo

U. S. RADIO STATIONS AT WAR

By M. H. Shapiro
Managing Editor, Radio Daily

WHEN the Nazi and Jap embroiled the United States into a World War, they took cognizance of unpreparedness, lack of full scale mobilization of production and other resources, and the on-the-fence supporters of the defense program. Entirely overlooked by the enemy was America's great Secret Weapon—Radio. Ability of the Government to quickly and consistently marshal the forces of public indignation after Pearl Harbor, bring about whole-hearted support of the war, maintain the morale of the home front and later back the men at the fighting front with every effort from War Bonds down, was due to radio broadcasting. And it was done in the American way.

Graphic picture of the radio station status, standard, educational or experimental, is revealed below in the following vital nationwide statistics, as of January 1, 1944:

Standard Stations

There were 912 standard broadcast stations—910 in operation and two under construction. Mutual had 217 U. S. affiliates including one FM outlet; Blue Network 174; NBC 143 and CBS 134. Many of the Blue and Mutual affiliates are the same.

* * *

Frequency Modulation

There were 42 high frequency (FM) broadcasting stations licensed and eight under construction, in addition to five temporary Class 11 experimental high frequency broadcast stations also furnishing FM programs. There are 64 pending applications for FM stations.

* * *

Television

Five commercial television broadcast stations were operating at the close of the year, three of which had maintained a minimum program schedule of four hours per week during the year. Five experimental television stations have also provided scheduled program service of two or three hours per week throughout the greater part of the year. Pending are 14 applications for television stations, both commercial and experimental.

* * *

International

Total of 18 international broadcast stations were operating within the United States at the close of the year and 13 point-to-point radio telegraph or telephone transmitters were under special service authorization for international broadcast service.

All international broadcast stations are, of course, programmed by the Office of War Information and the Office of the Coordinator of Inter-American Affairs. These two offices have proposed a total of 36 international transmitters to provide adequately for the needs of psychological warfare. About 20 additional frequencies have been made available for international broadcast service.

* * *

Educational

Five channels are allocated for non-commercial educational broadcast stations adjacent to the commercial FM broadcast band. As of the year-end, seven stations were authorized, compared with eight of the previous year. While these stations have not been subject to wartime restrictions on construction under the FCC's Memorandum Opinion of April 27, 1942, equipment shortages and lack of skilled personnel have served to limit present development.

* * *

Facsimile

Apparently interest in facsimile broadcasting is limited and only three such stations are authorized, a decrease of one from the previous year (1942). Although the rules provide for multiplex transmission of facsimile by high frequency (FM) broadcast stations, no regular FM stations provide this service.

THE

GRAPE NUTS

FLAKES

PROGRAM

starring

Jack Benny

with

MARY
LIVINGSTONE

DENNIS DAY

ROCHESTER

PHIL HARRIS

and

yours

truly

DON WILSON

Written By

SAM PERRIN MILT JOSEFSBERG

GEORGE BALZER JOHN TACKABERRY

TEN OUTSTANDING RADIO NEWS EVENTS OF 1943

Jan. 19 . . . Cox resolution passes House authorizing sweeping investigation of FCC.

•

May 10 . . . United States Supreme Court in 5-2 opinion upholds right of FCC to regulate radio and declared FCC network monopoly regulations as proper and within Commission's jurisdiction.

•

May 26 . . . First information on Radar released by the Navy divulging wartime value of this electronic weapon.

•

July 30 . . . Edward J. Noble, owner of WMCA, New York, purchased Blue network for $8,000,000 and FCC approved transfer on Oct. 12.

•

Sept. 24 . . . Recording strike of musicians broken with Decca and World Broadcasting Company agreeing to AFM demands for payment of royalties to the union on each record and ET.

•

Sept. 30 . . . Resignation of Rep. E. E. Cox (Democrat-Ga.) as chairman of the House Select Committee investigating FCC accepted with Rep. Clarence F. Lea (Democrat-Cal.) named to succeed as chairman by Speaker Sam Rayburn.

•

Nov. 3 . . . Lengthy hearings on the White-Wheeler bill launched before the Senate Inter-State Commerce Commission.

•

Nov. 23 . . . FCC ruling banning multiple ownership of standard broadcast stations in the same communities announced.

•

Dec. 17 . . . Census figures released by Office of Civilian Requirements reveals that approximately 32,500,000 American families now have one or more radio sets.

•

Dec. 27 . . . RADIO DAILY'S year-end survey indicates that radio enjoyed the best business during 1943 of any year in the history of broadcasting.

•

Outstanding Broadcasts

Net's cover of the fall of Mussolini in Italy.
Edward R. Murrow's broadcast describing the Berlin raid in which he went along as observor.
Broadcast from an American station in Naples.
Three-hour soldier-sailor program on NBC, Christmas Day.

☆ ☆ ☆ *Radio On To Victory* ☆ ☆ ☆

"I love to spend each Wednesday with you" . . .

●

EDDIE CANTOR

●

9 P.M.

E.W.T.

NBC

BROADCASTING OVER 127 STATIONS
FOR IPANA & SAL HEPATICA

BOARD OF WAR COMMUNICATIONS

Washington, D. C.

The Defense Communications Board was created by Executive Order of the President on September 24, 1940, under authority of the Communications Act of 1934 (48 Stat. 1064), as amended. On June 15, 1942 a subsequent executive order changed the name of the Defense Communications Board to the Board of War Communications.

MEMBERS

Chairman
JAMES LAWRENCE FLY
Chairman of the Federal Communications Commission
MAJOR GENERAL HARRY C. INGLES
Chief Signal Officer of the Army
REAR ADMIRAL JOSEPH R. REDMAN
Director of Naval Communications
HON. BRECKINRIDGE LONG
Assistant Secretary of State
Secretary
HON. HERBERT E. GASTON
Assistant Secretary of the Treasury
Assistant Secretary
CAPTAIN E. M. WEBSTER
Chief of Communications
U. S. Coast Guard

ALTERNATES

E. K. JETT
Of the Federal Communications Commission
BRIGADIER GENERAL FRANK E. STONER
Chief, Army Communications Branch
CAPTAIN JOHN V. MURPHY
Deputy Director of Naval Communications
FRANCIS C. DE WOLF
Assistant Chief of the Division of International Communications
CAPTAIN E. M. WEBSTER
Chief of Communications of the U. S. Coast Guard

COORDINATING COMMITTEE

The duties of the Coordinating Committee include assistance to the Board in planning and coordinating work. It will maintain liaison with the Law Committee, Labor Advisory Committee, and Industry Advisory Committee, for the purposes of advice and consultation and will supervise the work of the other committees, which will report directly to it.

Chairman
E. K. JETT
Federal Communications Commission
FRANCIS C. DE WOLF
Assistant Chief
Division of International Communications, State Department

COL. WESLEY T. GUEST
War Department

COMDR. FRANZ O. WILLENBUCHER
Navy Department

CAPT. E. M. WEBSTER
Chief of Communications,
U. S. Coast Guard

Fur Further Committee Listings Please Turn to Page 75

FRED ALLEN



TEXACO

STAR THEATRE



CBS . . . Sundays . . . 9:30 P.M., EWT.

WALTER BATCHELOR, Manager

RADIO GOES TO WAR—1943

A Summary of 151 Campaigns Conducted by OWI Domestic Radio Bureau During 1943 with Time and Talent Contributed by Advertisers, Networks and Stations.

OWI FACILITIES	No. of Programs	No. of War Messages Per Week	No. of War Messages Per Year	Est. "Listener-Impressions" Per Week	Est. Annual Value of Time and Talent
1. Network Allocation Plan...	380	152	7,900	450,000,000	$32,223,000
Sponsored	245	....			
Sustaining	235	....			
2. Special Assignment Plan...	135	32	1,600	80,000,000	10,741,000
3. National Spot & Reg. Network Allocation Plan....	144	12	1,900	15,000,000	1,433,000
4. Station Announcement Plan	891	62,937	3,503,000	63,000,000	17,065,000
Network Affiliates ...	567	35,721	1,988,000	.....	.....
Independent Stations...	324	27,216	1,515,000	.....	.....
5. Special Events	....	2	110	6,000,000	500,000
6. Women's Radio War Program Guide	1,000	....	.....	*	*
Local War Programs Other than OWI Allocations....	....	....	.....	*	12,120,000
TOTAL	....	63,165	3,514,510	614,000,000	$103,582,000

Typical OWI Radio Campaigns in 1943

CAMPAIGNS	Weeks	Programs	Station Announcements	Estim. Listener Impressions	Est. Value of Time and Talent
Second War Loan	3	196	61,749	768,720,000	$1,445,837
Third War Loan	4	654	86,237	1,111,720,000	2,303,000
WAVES Recruiting ..... (5 campaigns)	11	333	86,793	875,583,000	2,500,000
Student Nurses	6	206	40,782	502,230,000	988,000
Women War Workers Needed	6	178	18,711	261,300,000	921,000
Get a War Job.....	2	85	*	234,000,000	*
Nutrition—Basic 7	3	133	6,804	325,450,000	827,591
Eat More Potatoes ..... (2 campaigns)	6	71	19,477	144,700,000	136,910
Victory Gardens	5	124	35,763	712,630,000	809,945
National War Fund	6	257	56,133	595,890,000	1,318,000

*Not available.

Breakdown of OWI National Campaigns by Agencies

Army	12	Director of Economic Stabilization.....	7
Navy (inc. Marines, Coast Guard).....	11	Rubber Administrator	3
War Shipping Administration.....	2	Federal Bureau of Investigation.....	1
War Manpower Commission.....	14	Social Security Board.....	1
Federal Security Agency.....	7	Treasury Department	14
War Food Administration.....	17	Red Cross	3
Office of Price Administration.....	20	National War Fund.....	1
War Production Board.....	16	Others	11
Office of Defense Transportation.....	6		
Petroleum Administrator for War.....	5	TOTAL	151



MILTON BERLE

20th CENTURY-FOX **"ZIEGFELD FOLLIES"**

Rep.: WILLIAM MORRIS AGENCY

RADIO IN WAR AND THE FUTURE

By David Sarnoff
President, Radio Corporation of America

RADIO activity in research, engineering, communication and manufacturing during 1943 may be summed up in one objective—win the war! Although wartime secrecy imposes limitations, the end of the year affords appropriate opportunity to gauge radio's vital role in the world today, and to measure the significance of wartime developments as they may fit into the pattern of the future.

Strongly fortified by the ingenuity and skill of American research and industrial enterprise, radio has entered its third year of war in the service of the United States. Years of suspense—a year of defense and a year of offense—have gone into history. As 1944 begins, the United Nations are on the road to Victory. A year of intensified offensive, such as the world has never known, is ahead. Only time can tell, however, whether 1944 is to be the year of decision—the year of unconditional surrender of the forces which have brought destruction and tragedy upon the world.

Breaking All Records

The American radio industry is breaking all records in war production and communication. Daily, 400,000 radio-electro tubes are manufactured. Every hour of the day and night, all America is informed by up-to-the-minute broadcasts on the progress of the war. At the same time, short-wave broadcasters are reaching every land throughout the world regardless of enemy restrictions. Tons and tons of apparatus are sent into combat every week. Miles and miles of trans-oceanic radiotelegraph circuits are vibrant with urgent dispatches, news and communiques. Messages are flashed by automatic high-speed machines at the rate of 600 words a minute.

Huge Production

Latest estimates reveal that radio production in the United States is up to $250,000,000 a month against $30,000,000 a month a year ago—all for the armed services. The equipment is the finest and most efficient in the world. America's radio-electronic scientists and engineers have far surpassed Germany's much vaunted super-men of science.

In fulfilling its unprecedented wartime responsibilities, radio has taken its place among the great industries of America, offering employment to hundreds of thousands of workers. Since the war began in Europe, RCA employees have increased from 23,000 to more than 40,000. Another 6,000 employees are enrolled as officers and enlisted men in the military services. Many of them are in the front line of communications—they straighten, maintain and operate the life-line of Victory.

No Service Disruption

The fact that our civilian radio service is not disrupted during these war years, when all-out effort and materials are directed to winning the war, is high commendation of the quality of American radios as designed for the home. Americans listen to enemy broadcasts without danger of death penalty or imprisonment. All this liberty in wartime is proof of radio's faithful alliance with Democracy and the Freedoms.

Scientifically, the outstanding developments of 1943, as those of 1941-42, are classified as military secrets. It violates no secret, however, to report that outstanding advances have been made in the use of radio sound and sight. Nothing in radio is ever new for long, even in peacetime. War, however, changes the old order of things even more rapidly.

New Peace-Time Services

New instruments and new services are in the offing for peace. The wartime pace that science is called upon to maintain is breath-taking. Nevertheless, American radio keeps up with it. Our laboratories are creative beehives of activity; our manufacturing plants are arsenals; our communication waves are life-lines. To reconvert them all to peaceful pursuits will present a great challenge to the radio industry. It will be a most promising field for post-war employment and opportunity.

Radio as an industry is fortunate to have television as a post-war development of great promise and popular appeal, able to open a new era in service to the public.

(*Please Turn to Page* 49)


HOPE
1938-1944
PEPSODENT PROGRAM
PARAMOUNT PICTURES

RADIO - NAVY MORALE BUILDER

By J. Harrison Hartley
Chief, Radio Section, Office of Public Relations, Navy Department

BY THE military, "morale" might be defined as that state of mind—of the nation and the individual—which produces the maximum effort to win the war as quickly as possible.

It is the view of this writer that the broadcasting industry's greatest contribution to the building and maintenance of that kind of morale is its continuance of normal schedules of unbiased news and varied entertainment despite the difficulties presented by the war.

Our bluejackets, Marines and Coast Guardsmen afloat and ashore, and their families at home, uninterruptedly have been able to hear their favorite variety, musical, and dramatic programs. That fact has been more telling, from the standpoint of morale in our country, than all the collected speeches of Dr. Goebbels have been in Naziland. American radio is a living symbol of the America we are fighting for.

Training Camps

This has been proved conclusively by the reaction of thousands of Navy men in the great training camps or temporarily home from the sea. The Fifth Naval District, which, with headquarters at Norfolk, Virginia, encompasses one of the largest areas of Naval activity of all kinds in the world, reports, "Local originations of name shows have been tops as a live audience morale factor. Many SEABEES assert that their spirit of 'Can do!' has been heightened by the many references to the Construction Battalions on important programs."

From the Ninth Naval District, home of the huge Great Lakes Naval Training Station, comes word that, "By bringing their programs to the sailors in training, the sponsors of programs have made available to the men a far higher type of entertainment than otherwise could have been offered on the stages of our auditoriums. Remember, 'boots' get no liberty for the first eight weeks in the service.

"In a different category is the radio program featuring largely Naval personnel. These broadcasts build the morale of both participants and audiences—Bluejackets—Marines and Coast Guardsmen — and provide an excellent vehicle for the Navy's story in this greatest of all wars."

The West Coast says, "Navy welfare officers out here are unanimous in their praise of visiting radio shows as morale builders. In many cases, these programs play for men about to shove off for combat areas—ease the strain of the break from home shores. Many of the men write home, asking the folks to listen to the same show. The effect on families and men is very good."

Over There

Reaching the Navy, Marines and Coast Guard overseas with popular programs has been a special, noteworthy, joint achievement of the radio industry and the armed forces. Since early in the war, many sponsors contributed recordings which were shipped by the Navy to Dutch Harbor, Alaska, for rebroadcast over a local network of military stations. Through the cold, dreary nights of the North these records brought laughter, comfort, and good cheer—the tie to home.

Since then, and with the active cooperation of the Navy, the Armed Forces Radio Service, Morale Services Division, War Department, has undertaken to supply especially conceived, written, and produced recordings, totaling fourteen hours per week, for the information, education, and orientation of all our fighting men overseas. Some 200 stations, abroad, schedule these transcriptions.

In addition, Armed Forces Radio is providing to the same stations, recordings of popular U. S. sponsored shows, sans commercials, by agreement with the advertisers. These latter programs are aired in combat theatres on schedules closely approximating the regular domestic schedules. This service gives each station an additional twenty-eight hours of programs per week.

A further distribution of both types of recordings is made to Army and Navy hospital ships, other surface vessels, and even submarines.

Home Front

Meanwhile at home, the families of Naval personnel are hearing of their fathers', brothers', sons', and sweet-



"Fibber McGee and Molly"

NINTH YEAR FOR THE MAKERS OF JOHNSON'S WAX

hearts' exploits by means of eye-witness accounts, dramatizations and news commentaries, programmed in to the structure of both sponsored and sustaining shows. Working with the writers and producers of the agencies, networks and local stations are the staffs of the Radio Section of the Office of the Assistant Director of Public Relations, West Coast, Los Angeles, California; the Branch Radio Section, 580 Fifth Avenue, New York; the Radio Officers of District Public Relations Officer, and those on the staffs of the commanders of fleets. All of the male officers of the Radio Sections in Washington and New York have had experience at sea in combat areas in order better to fit them to service writers and producers.

Through their close collaboration with the industry in making available Navy, Marine and Coast Guard stories, Radio Officers have helped keep the public fully informed of the progress of the Naval phases of the war.

The Naval Service therefore needs all of the creative help it can obtain from network, regional and local programs. For reasons of security it is impossible to originate live programs from the Navy in action. Therefore, the newscaster, the writer, the producer, and the radio actor must interpret for the people the courage, determination and great human qualities of the men at sea, all of which greatly affects morale.

Conclusion

1944 may well be the most important in the history of this country. At this momentous time for civilization, the American system of broadcasting, as the result of experience during the last four years, is organized and ready to play its vital part on the winning team—sustaining and building the morale not only of the Army, Navy, Marine Corps and Coast Guard, but also of the home front, the fighting fronts, and of our Allies.

(*Continued from Page* 45)

RADIO IN WAR AND THE FUTURE -- *By David Sarnoff*

Television Status

There should be no expectation, however, that when the war ends the air will be transformed over night to television. It will require from three to six months to get the machinery in operation to resume the manufacture of civilian broadcast receivers. It may require a year after approval of standards and full authorization of commercialization of television broadcasting by the Federal Communications Commission before television sets are available within the price range from $200 to $300. Production of television receivers is not the only task. Television transmitters must be erected. Interesting programs must be planned. Automatic radio relay stations must be built to link key cities into a network. That is no one-year job.

Alongside of television, "FM," or frequency modulation on ultra-short waves, holds great promise of becoming an added feature in broadcasting. Even now "FM" carries the sound part of television. In both television and "FM," much scientific progress has been made in connection with the application of radio to the war. The home-radio instrument of the future will be a combination television and sound-broadcast receiver incorporating "FM" and phonograph.

Outside the realm of radio communication, the application of radiothermics, or radio heating, is finding widely extended use in industry. The use of high-frequency waves for heating is a wartime development of no small achievement. It is accelerating and increasing the efficiency of numerous industrial processes.

In the Offing

Because of spectacular wartime developments, radio apparatus will be adopted for collision prevention to aircraft, ships, railroads and possibly automobiles. All this will be part of the new service of radio in an era of sight control made possible by the development of electron tubes in the field of microwaves.

As new electron tubes always serve as keys to major advances, so in broadcast reception, new and tiny tubes—smaller than acorns—may introduce "personalized" radio. Small, compact receivers, and even transmitters may be built in a little case that will slip into a pocket. The uses to which such "stations" may be put gives the imagination much to play upon.

All these new developments will not be realized in 1944, but with 1944 as the year of expected decision in the European war, they will date from it, as radio broadcasting dated from 1919.



Charlie McCarthy

Supported by

Mortimer Snerd

Supported by

Edgar Bergen

are starring in

Charles R. Rogers'

"Song of the Open Road"

★ ★ ★

Sundays

at the usual time

The Chase and Sanborn Hour

OWI RADIO PROPAGANDA

By Robert E. Sherwood
Director of the Overseas Branch of the OWI

IN the theaters of war, the nature of the work of the Overseas Branch of the Office of War Information can be stated simply: it is direct propaganda action against the enemy and to the peoples of enemy occupied territory.

In the European theater this action is taken from all available bases—in Great Britain, in the Middle East, in North Africa and now in Sicily and Southern Italy. In South East Asia, the bases are India and Assam. In the Pacific, the bases are China, Australia, Hawaii and Alaska.

Not only must we supply the personnel and the equipment necessary for all bases in which invasions may be mounted; we must be prepared to move properly trained and equipped teams from these bases to the next objectives of invasion.

This happened in Tunisia, and again in Sicily, and again in Italy.

In Italy

For instance: when the first American troops entered Palermo, in Sicily, OWI civilians went with them. One of our men accompanied the troops who seized the Palermos radio station. When they captured the manager of the station, they found in his coat pocket the orders that had been issued to him to destroy this station at the moment of Allied entry into the town. Prompt action had prevented him from carrying out these orders—and within a short time OWI men were broadcasting from this station to the people of Sicily and Southern Italy.

In Palermo—as in all other cities occupied by our troops—OWI men moved in immediately to take over and operate not only the radio stations but all newspaper plants, movie theaters and other means of communication.

We've traveled a long way to Palermo, Bari, Naples and northward.

Only a week before our troops landed in North Africa, the United States Government leased all American short-wave transmitters from NBC, CBS, GE, Crossley Corporation and the World Wide Broadcasting Foundation to unite them into a close-knit hard hitting propaganda battery. At that point, with the exception of a few programs relayed by BBC transmitters, American programs reached listeners directly from our side of the Atlantic. They performed an important function. But we were still very remote —geographically and in spirit—from our listeners.

New York

We are closer to them today. Fully 25 per cent of the present schedule of 2,600 programs the Overseas Branch beams out of New York each week in 26 languages are picked up by powerful radio stations on and near the European continent for rebroadcast to European audiences. In addition, OWI radio teams in combat areas produce hundreds of programs for direct broadcast to the peoples of Europe. Relay points to audiences in France, Germany, Turkey, the Union of South Africa, Spain and other countries include Tunis, Palermo, Naples, Leopoldville in the Belgian Congo, Gibraltar and Rabat. All through these fourteen months the number of programs rebroadcast by London transmitters has continued to grow. Programs originating in the United States now account for almost 10 per cent of the total number aimed at Europe from the British Isles.

Pacific Coast

On the Pacific Coast, the OWI, broadcasting 694 programs weekly in 24 languages and dialects, has a varied audience—one which is scattred over more than half the world and among two-thirds of the world's population. We are heard in Japan, China, Malaya, Burma, Thailand, India, the East Indies, Australia, New Zealand, the Philippines, the Aleutians and Hawaii.

Looking at results of OWI's worldwide radio propaganda operation, we can honestly say that the men and materials of this organization have made a definite contribution to the brilliant series of victories which our armed forces have won.

On November 22, 1942, General Marshall wrote to Mr. Davis, saying: "the efficiency with which the personnel of the Office of War Information co-operated with the War Department in connection with the operation in North Africa contributed directly toward its success, and is deeply appreciated." On August 30, 1943, General Marshall again wrote to

(*Please Turn to Page* 55)

Bud Lou

ABBOTT *and* COSTELLO



On The Air

Thursdays—NBC
For CAMEL CIGARETTES

★

On The Screen in
UNIVERSAL PICTURES

★

Exclusive Management
EDWARD SHERMAN

New York Philadelphia Hollywood

EDUCATIONAL RADIO - 1944

By Major Harold W. Kent
President, Association for Education by Radio

A SURVEY of educational radio at this point (January, 1944) develops the conclusion that it still has some coming-of-age to do. As an enterprise in the radio field, it has received some support from a few public service-minded commercial broadcasters; some support has been given by the few college stations; some support from contribution to the literature of educational radio; from such organized conferences as the School Broadcast Conference and the Institute for Education by Radio; support from strong though isolated public school centers such as Detroit, Chicago, Cleveland, Akron, Los Angeles County, and Portland; and finally, from and through the membership of the steadily growing Association for Education by Radio (AER).

Teacher Status

To continue the tone of this introduction it might be noted that there are 640,000 teachers at the elementary (Grades 1-8) level and 330,000 teachers working at the high school (Grades 9-12) level. How many of these people have seen a demonstration of the intelligent use of an educational broadcast? Read a description of a good utilization? Seen a manual of a broadcast series? How many of the 28,000 high schools have radio workshops? How many have any kind of central sound equipment? How many teacher colleges have any substantial program of professional radio courses?

Any reply to those questions would be empirical but it can be summed up by saying 'mighty few." This seemingly is pessimism at its worst. Yet out of this welter of unacquaintance comes the challenge to the people in high places . . . radio educationally-speaking. It means that the Institute for Education by Radio at Columbus, now in its fifteenth year, must redouble its efforts. It is now the accepted rallying point for planners and thinkers in schools, in Government, in commercial radio and in public service to thresh out through sharp accentuated exchanges the views and news of the trade. Among other things, the Evaluation of School Broadcasts was born in the discussion of the Institute. So was the School Broadcast Conference. So was the Association for Education by Radio. But these proceedings provide but a cue for the production that awaits him who accepts the challenge.

School Broadcast Conference

The School Broadcast Conference in its eighth year at Chicago must rise to meet the challenge. Here is the outstanding "utilization" meeting in the country. Techniques of program use in all fields, at all levels, workshop and school policy are all thoroughly explored in demonstration and discussion. But this meeting must consider ways of implementing the "selling" of educational radio to administrators, supervisors and teachers. It must identify and clarify the schoolroom needs in writing and production peculiar to school use. It must more closely relate radio as an aid to curriculum. It must encourage teacher training programs to utilize the good developed in the fabric of the Conference. Above all, it should, as it has, encourage the development of similar school broadcast conferences all over the United States.

The two meetings as outlined are, however, but meetings. They are not organizations. To fill the need of a link, a continuing organization, the Association for Education by Radio, was organized in May, 1941. It is acknowledging the challenge and is steadily rising to meet it. With a present paid membership of 850 in every one of the 48 States, and Canada; with 10 city and two State chapters; with an eight-issue-a-year journal; 40 meetings at major radio conferences; an information service; a script of the month service in co-operation with the Writers War Board; a book service at 10 per cent discount; an affiliate in the form of Alpha Epsilon Rho, a national college workshop fraternity in six institutions of higher learning; with other activities of national scope joining up—with all these, it will be recognized that the AER is building a sound foundation for subsequent progress. Individual membership is "open to anyone interested in education by radio."

Federal Activity

The Federal Radio Education Committee (FREC) is a small fairly representative group equally divided between education and industry, which publishes the



Red Skelton

Metro-Goldwyn-Mayer

and

"Raleigh" Program—NBC

PREC Bulletin (free) and supplies an information, script and transcription service. This is housed under the U. S. Office of Education auspices in Washington, D. C. One recent activity that merits comment is the listing of educational programs in a monthly bulletin. This fills a definite need in education.

There are certain other educational radio activities that are part of the fabric of this picture. One is a partly private, partly foundation-financed, Rocky Mountain Radio Council. On a regional basis this organization serves commercial and college stations, colleges and universities, with a listing, logging, script and transcription service that is outstanding in the nation.

Station Enterprises

There is important educational and public service enterprise on the commercial stations and networks. Stations WLS, WLW, KOIN, stand out. Among the networks. CBS's American School of the Air and NBC's Inter-American University of the Air are important. They are basic and useful patterns of nation-wide interest to educators.

The part that the college station plays in educational radio is tremendous. The National Association of Educational Broadcasters includes about all thirty-five of the college stations remaining on the air. The stalwart job of state and regional coverage that is done by WILL, WHA, WSUI, WLB, KOAK, again to mention but a few, is a definite contribution to our culture and inheritance.

FM Angles

In Washington the U. S. Office of Education is pushing Frequency Modulation for Education. It is not out of line to predict that not only will another or wider FM spectrum have to be set aside for education but that a television band will have to be so earmarked. Promotion of FM is being pushed with literature and carefully prepared statewide maps showing coverage possibilities by state educational systems.

The AER will probably affiliate with the National Education Association as a member department. Up to now, the AER has more than met the requirements for department admission.

Summer workshops under careful supervision will be a necessary venture. Utilization and equipment with teachers in mind should be the guiding light in organization.

Conclusion

There it is. I believe radio is at the threshold educationally. Equipment trends will do much to steer its course, but intelligence and initiative among educational radio's leaders in setting up Summer workshops, teacher training courses, institutes, literature, and all kinds of helpful promotion will bring this audio aid into its full realization in education.

(*Continued from Page* 51)

OWI RADIO PROPAGANDA -- *By Robert E. Sherwood*

Mr. Davis and said: "I desire to express my appreciation to the members of your organization for their excellent work in the field of psychological warfare during the Sicilian campaign."

Psychological Warfare

After the fall of Naples, General Eisenhower sent a cable to the Combined Chiefs of Staff in which he paid very high tribute to the work of the OWI and the other agencies involved in the Psychological Warfare Branch of his headquarters during the campaign in Tunisia and later in Pantelleria and Sicily and then in the invasion of Italy.

The facts support these generous statements from General Marshall and General Eisenhower.

More than eighty per cent of the German and Italian prisoners captured in Sicily confessed they had been influenced and impelled toward surrender by our propaganda.

The Future

There are many holes in the supposedly solid wall of censorship which was built to keep the truth out of Germany, Japan and the conquered countries.

The German press has repeatedly warned its readers not to believe the floods of American "propaganda lies" which are constantly coming into Germany from Switzerland and Sweden. What the Nazis call "lies" are, of course, the truths of this war.

After the surrender of Italy, the Japanese Government radio broadcast to the Japanese people: "There is nothing for us to worry about in the surrender of Italy, but we must rather guard against the propaganda of the enemy. . . . Looking upon Italy, the victim of the exploitation propaganda of the United States of America, I would like to urge our people to solidify our effort further for the prosecution of the war."



Mgt. **LOU CLAYTON**

RADIO SUPER-BOND SALESMAN

By Thomas H. Lane
Director of Advertising, Press and Radio, War Finance Div., Treasury Dept.

THE most important reason that radio has been so successful in promoting and selling War Bonds is that the radio industry looks upon this job as its own. The voluntary efforts of the networks, local stations and radio advertisers are due a large share of the credit for sales of twenty-three billion seven hundred and seventy-two million dollars in War Bonds during the three years that these securities have been marketed to the American people. The all-out voluntary efforts of the radio industry especially are due a large share of the credit for the sale of almost nineteen billion dollars in War Bonds during the Third War Loan Drive in September, 1943.

Millions in Free Time

As an example of the "value" of the radio industry in a War Loan Drive, the monetary value of the local and network radio time given over to promoting and selling War Bonds during the Third War Loan campaign was estimated by the National Association of Broadcasters at $12,000,000. This estimate, of course, does not include cost of such talent as that of Bing Crosby, Jack Benny, Bob Hope; only a few examples of the leading radio, stage and screen stars who performed time and time again.

Full Network Co-op

As an example, the four major networks (the National Broadcasting Company, the Mutual Broadcasting System, the Columbia Broadcasting System, and the Blue Network) deliver a tremendous proportion of their sustaining programs to the War Bond campaign; molding the scripts and commercials of these network-owned programs to the purpose of increasing War Bond sales without any direction, advice or request from the Treasury Department.

The same thing is true of network commercial programs; programs which are the property of commercial advertisers. In this respect, the commercial sponsor and his advertising agency "go it alone" in regard to reaching the public with what they think is the best War Bond-selling message, from the starting point of the Treasury Department's policy-theme.

Local Station the Keystone

Just as the voluntary effort of the radio industry is one of the keystones in the successful operation of selling War Bonds so is the local radio station the keystone of the radio industry. And the local radio station is doing an unsurpassed job in promoting and selling War Bonds. Here the effort is even more voluntary than with the networks and the commercial sponsors, if possible. The local radio station translates the job of promoting and selling War Bonds into terms of its own community—focusing its War Bond sales efforts on the welfare of local men and women in the uniform of their country and the welfare of the townsfolk in the future days when jobs may be fewer and salaries less than they are now. Once again, the Treasury Department's "direction" of this effort may be summed up in the word theme-policy.

ETs Highly Important

As an example of their usefulness, and the high regard with which radio stations receive Treasury Department transcriptions, seven hundred and ninety-two radio stations regularly broadcast the three Star Parade programs which they receive weekly. Many of these 792 stations broadcast these programs more than once a week. Six hundred and eighty-five radio stations regularly broadcast the Treasury Song Parade programs.

As an example of the entertainment features of these programs, following are a few of the stars who have appeared in these electrical transcriptions: Alfred Lunt and Lynne Fontanne, Paul Whiteman, Orson Welles, Bing Crosby, Conrad Nagle, Fibber McGee & Molly, Fanny Brice, Tommy Dorsey, Elizabeth Bergner, Frank Sinatra.

In addition to the Treasury Star Parade and the Treasury Song Parade electrically transcribed programs, the Treasury further aids the War Bond sales effort of the radio industry via the program The Saturday Night Bandwagon, a dramatic and musical program heard at 10:15 p.m. over the Mutual Broadcasting System network on Saturdays. This program is controlled and directed by the Treasury Department; But the time is given by the MBS network.



Hello!

This is

Arthur Godfrey

Snafu

RADIO FARM AID OF TOMORROW

By Wallace J. Kadderly
Chief of Radio Service, U. S. Department of Agriculture

A FRIEND of mine recently shaved the whiskers from an old farm gag and put it back in circulation clothed in a diaper.

In the bewhiskered version, a rooster shows the hens of the flock an ostrich egg. He says, "Not complainin', girls; just want you to see what others are doing."

In the diapered version, the flock owner installs a television receiver in the laying house so the hens can "take in" video programs that originate in poultry houses on successful farms. He holds an ax in his hand and says, "Not a threat; just want to see what your competition is doing."

Far-fetched? Of course.

Yet the radio men "in the know" hint broadly that wartime developments in radio, television, and facsimile forecast post-war possibilities that practically stagger the imagination.

Problems Solved

It may be that war-prodded research men have solved the technical problems that once threatened to delay indefinitely the extension of the newer types of radio service to agricultural areas. It may be, too, that economic obstacles to that service can be surmounted readily in the post-war world.

At any rate, the people on the land will need radio in the world of peace as they do in the world of war. The same rural needs that justified the existence of power stations before the war and during the war deserve consideration in the plans for post-war radio service.

And it's not unlikely that those who plan now to meet those rural needs will profit from the service.

New things are happening in agriculture. Farm income during the war has reached a new all-time high.

A lot of this income is necessarily being saved. The savings, plus accumulated wants and needs, guarantee the start of a great post-war market. On some of the very important products—products which have been produced in greater volume at the formal request of the Government—Congress has provided a policy of supporting prices if necessary during the transition from war to peace. But more important still is the fact that farmers are starting now to do everything possible to produce abundantly and profitably after the war.

Banishing Hunger

Agriculture is proud to have taken the lead in planning for peace. The United Nations Conference on Food and Agriculture in the Spring of 1943 kindled the hope for a world of plenty in the days of peace. Statesmen and scientists from 45 nations pointed out the principles through which it will be possible—for the first time in all the centuries of man—to banish hunger from the earth.

It was natural and logical that agriculture should take the lead in planning for a better world order, for agriculture is fundamental. Of the world's two billion people, nearly two-thirds are farmers. They feed the rest. Farming is the last of all human activities that could be abandoned if the human race is to exist on the earth.

Farmers today are discussing the world of the future as they meet the exacting needs of today. The people's "hired men" in the Government are studying to find the best ways to meet the problems of the future—the problems of markets for farm products, trade arrangements, technology.

Agriculture has a vision—a vision of peace with the plentitude that makes for lasting peace.

And this vision, far from distracting farm front fighters from the immediate job of winning the war, is a powerful incentive to finish the job quickly.

Hand in Hand With Radio

The vision may never be realized. Nobody is naive enough to regard it as a certainty. But few of us are defeatists who believe the world must always be a chaos of boom-and-bust, war-and-armed truce. Those who believe we have a chance to realize the vision—know that food is one of the fundamentals on which peace must be built.

Agriculture has done a magnificent war production job—a job that could not have been done so well without the help of radio.

Agriculture cannot contribute its full share to the building of sound and lasting peace without the service of radio.

Agriculture says to the free radio of America: "Let us go forward together."

Wherever Songs are heard—she's Tops!

Dinah Shore

★

Star of "The Dinah Shore Program," CBS Coast-to-Coast, every Thursday night, sponsored by Birdseye Frosted Foods, produced by Young & Rubicam, Inc.

★

Soon to be starred in "Belle of the Yukon" for International.

★

Recording exclusively for RCA-Victor.



Recently featured in "Thank Your Lucky Stars" for Warners; "Up In Arms" for Goldwyn; "Command Performance" for Universal.

Management: WILLIAM MORRIS AGENCY

U. S. RADIO TO LATIN AMERICA

By John W. G. Ogilvie
Director of Radio, Coordinator of Inter-American Affairs

SHORTWAVE in the United States, during the past eighteen months, has sprung into the dominant position it rightfully deserves and, according to a recent check, leads in popularity in the Latin Countries. Rather than use it as a tool for disseminating propaganda, United States radio, now as in peacetime, is a vehicle for cultural development, entertainment, and information. Latin American audiences have long since learned to discount German and other Axis programs because of the propaganda they carry. In news, for instance, the Latin American has confidence in the radio and press services of the United States and turns to these sources for the true picture of world affairs. In Lima, Peru, 44.1 per cent of the listeners prefer United States shortwave programs, as compared with 4.3 per cent for Germany and the remaining 51.6 per cent being divided between Great Britain and the shortwave stations of the other American Republics.

Reasons for Popularity

The popularity of U. S. radio is due primarily to two reasons first, the strengthening of the shortwave signal through improved facilities and second, the program content and pattern for handling production. Prior to the war, the shortwave transmitters in the United States were used with little regard as to power, clearness of signal or concentration of the signal to a given area. There was no coordination of activities—each broadcaster was independent in his sphere of shortwave operation. Soon after the declaration of war the Government leased the shortwave stations from the owners, added new transmitters, cleared up the signal, integrated the service areas of the stations and set about to do a shortwave signal job—and did it.

Scripts Carefully Chosen

With the beams directed to our neighbors to the south, with the signal cleared and usable, the next step was to produce the type of programs that the Latin audience would want and appreciate. The Coordinator's Office called upon the domestic standard stations for scripts depicting the every phase of American culture, business and everyday life, and received help from stations in all parts of the country. The networks offered their services and today seven and one-half hours of Spanish language programs are produced on alternative hours by NBC and CBS and broadcast simultaneously over ten transmitters, seven and one-half hours of Portuguese are broadcast over three transmitters, beamed at Brazil and sixteen hours of English are broadcast over three stations from San Francisco. In addition to the regularly scheduled shows particular advantage is taken to have visiting Latin Americans broadcast their own impressions of the United States and during the past years prominent journalists, statesmen, and scientists have been on the shortwave programs.

Special Writers and Producers

Producers and writers from the radio industry in the other Americas have been brought to New York to improve our technique in producing shows and their assistance has played an important note in the success of programs. United States shortwave radio, more perfectly than any other medium, can communicate to our neighbor republics the flavor of our manner and life. It permits them to eavesdrop on our intimate diversions. They have heard us at work in our thunderous industry rolling out fantastic quantities of ships, guns, tanks, bombers, and explosives. They have heard us on manoeuvres and in battle and it is possible that this titanic thunder and crash of production has been so deafening as to obscure the fact that in normal times, in the times that will follow the last roar of the bombers overhead, that we will continue to be their friends in the pursuit of happiness.

Other Activities

Shortwave is only one of the undertakings of the Radio Division of the Coordinator's Office. With eleven specially trained radio field representatives with the radio industry in Latin America, local production has been undertaken which now ranks the highest in audience popularity in their respective countries.

Our obligation in 1944 is to hold the vast audience that has turned to us for radio service and develop new listeners and friends. We can do this by giving the best that we can produce in the field of radio entertainment and information in local productions and transcriptions.


Ginny Simms
PHILIP MORRIS PROGRAM (NBC)
M-G-M PICTURES — COLUMBIA RECORDS

RADIO AND THE 1944 MARKET

By William P. Noble

Vice-President, Walter P. Burn & Associates, Inc.

THE war — with millions of men and women entering the armed services and other millions of civilian workers shifting from their home communities to war centers—has caused, numerically the greatest dislocation of population in our national history. All this has occurred within the space of the past three years.

To Radio, this factor of population shifts presents new problems. Markets must now be evaluated on new interim data, rather than by the yardstick of the last available Census. Many of these markets are still expanding at a rapid rate, some remain static, while others continue to decline in population. The mostly widely used base for all such calculations is the War Ration Book registrations which provide a working basis which estimates the present civilian population for cities, Metropolitan Districts, counties and states. However, these figures must still be translated into families and radio homes in order to complete this picture of radio's potential audience in any given area.

Census Report

Illustrative of just what shifts of population has occurred within the past three years is a recent report of the Bureau of the Census which shows that 449 areas; counties, groups of Metropolitan Counties, independent cities and the District of Columbia, have gained civilian population in the past three years while 120 areas showed a decrease in civilian population. Further that manly one-third of the 3,071 U. S. counties suffered a loss in civilian population of 15 per cent or more in the past three years.

This in-migration within the United States has had the effect of swelling civilian population where war industry, shipbuilding and mining operations are in operation, and where large military installations and naval posts are located. Roughly speaking, these areas of increased population are mainly located in the Atlantic and Pacific coastal areas, the gulf states, the Great Lakes region and in the mining states of the West. Heaviest losses of population have occurred principally in agricultural areas, most particularly on the Great Plains and in the Mississippi Valley.

More Radio Homes

While our civilian population has declined 2.4 per cent during the last three years, the number of our families, radios basic yardstick, is estimated by the Bureau of the Census to have increased. This seeming paradox is explained by several factors, a principal one being the increased number of marriages during the first wartime years. More families naturally mean more radio homes, so that while we have suffered a civilian population loss, we still have increased the number of radio homes and the number of potential listeners.

Together with the estimated increase in total families is the unquestioned rise in the number of radio homes, for the past few years. Estimates on this increase have been presented year by year by various research methods, but such estimates have been for the United States as a whole, and as such, could not be used for a broadcaster's individual coverage.

RADIO DAILY in this present volume, presents a county by county figure for radio homes, based on the latest War Ration registrations available. These figures have been carefully related to the shift in population for each county and at the same time consideration has been given to the increase in families and radio homes.

A New High

As of 1944, the total number of radio homes in the United States reached the new hight total of 31,289,920, reckoned by the method used. This compares to the official U. S. Census figure 1940 of 28,048,219 or an increase 3,241,701 radio homes.

During 1944 shifts in population will undoubtedly continue. These again will be revealed by War Ration Book registrations. However, it is not expected that such severe dislocations of population will occur as in the past three years.

Looking a little further ahead, it is safe to predict that some of the markets, already swollen by the influx of war workers will hold their gains, others will lose thousands when the war ends, and still others which have lost population will gain back some part of their losses.

For Complete 60-Page Statistical Section Please Turn to Page 233.

THE COCA-COLA COMPANY
and
THE BOTTLERS OF COCA-COLA
Present

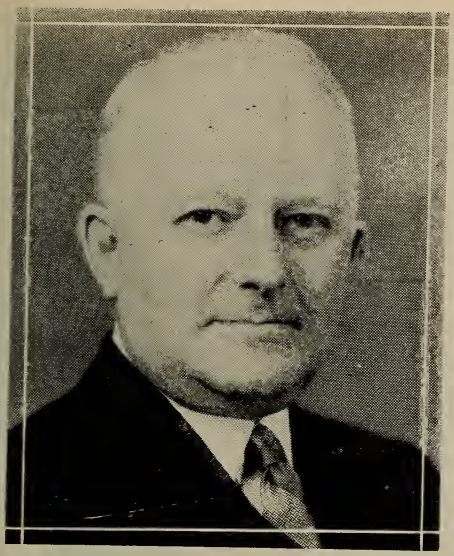


MORTON DOWNEY

for

SECOND YEAR

WJZ and THE BLUE NETWORK
MONDAY THROUGH FRIDAY
3 to 3:15, E.W.T.



RADIO CENSORSHIP IN WARTIME

By

J. HAROLD RYAN

President National Association of Broadcasters*

VOLUNTARY censorship is now operating in its third year. It is no longer an experiment. That it has passed the trial stage with so few failures and with so many successes is in no small part due to the spirit of American broadcasters, which is the spirit of the American people.

Since the Office of Censorship was organized, there have been issued to American broadcasters one original and three revised Codes of Wartime Practices. Each new edition has reflected the advantages gained through experience. Each new edition has provided for more liberal treatment of the news than its predecessor, which in brief means that it has been the endeavor of this office to loosen the girth of censorship wherever and whenever the war's progress has made it possible.

Time has found us, then, going by progressive steps from a relatively severe security provision against the release of production information to a liberal one. This progression has been keyed directly to the step-up in our production. As goals were met, there was less and less purpose in keeping the enemy from knowing that a certain plant was manufacturing a certain type of airplane.

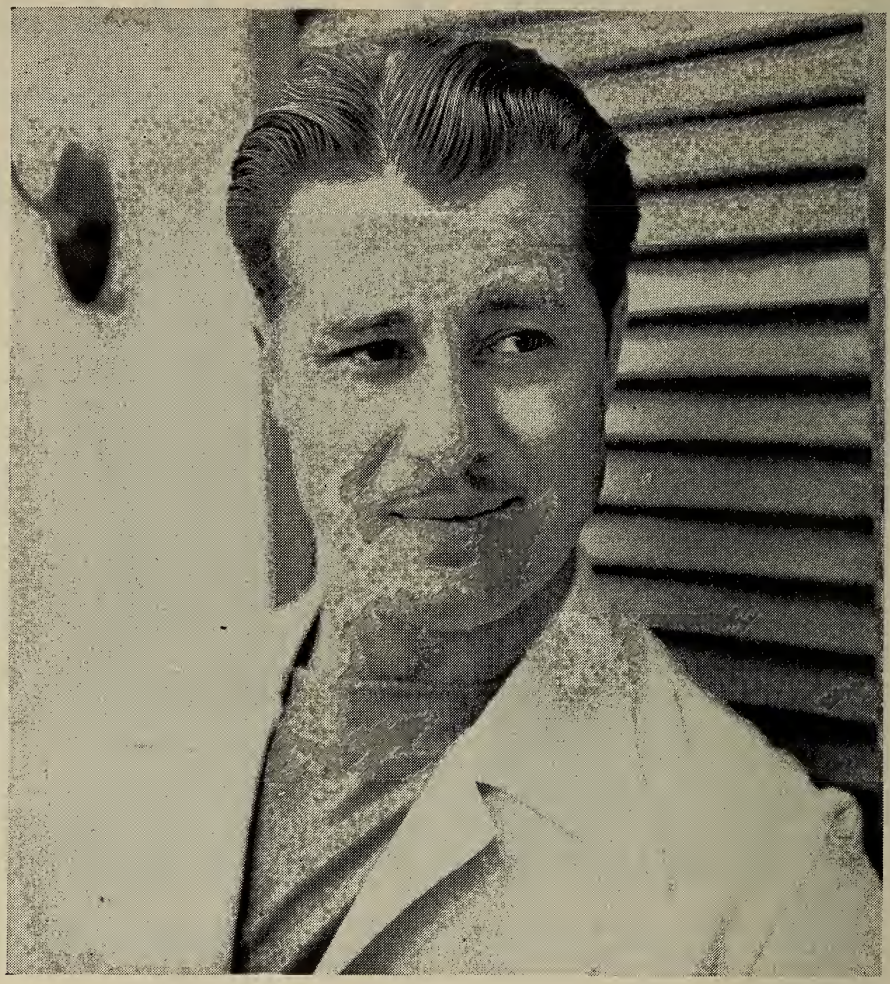
The weather clause has been so altered that one can say on the air almost as much as he can say over the back fence. Almost, but not quite. But those early restrictions were necessary, because the enemy was at that time operating more closely to our shores and interception of signals from small stations was not impossible. Furthermore, there was the original necessity, and it remains unaltered, to administer voluntary censorship uniformly, with the requests of this office falling with equal weight on all. It was considered, and we believe wisely, that any policy short of this would be inconsistent and would foster a situation which could not be controlled voluntarily by the broadcasters. No broadcaster to whom this explanation has been made ever denied or opposed its logic.

The conception that voluntary censorship can only be successful if the broadcaster retains control over his microphone has not changed and it would not appear that such a conception should change, so long as we are at war.

One of the gratifying experiences of voluntary censorship in 1943 was written by the foreign language broadcasters. The Government found good purpose in permitting the continuance of foreign language programs on American radio stations. The listeners of such programs have as great reason, if not greater, for desiring the early defeat of our enemies. To them, as to those of us who listen only to English programs, the news of the war's progress is vital. To give them this news, special safeguards had to be established.

Of course the war is not over. It approaches a crisis. And, as the tempo of attack increases, the alertness of our voluntary censors must be even keener. You who perform the function of censorship on American stations fight silently, but surely. A blue pencil can save a battalion. With that certain knowledge, you cannot but live up to the principles of security to which you have been commendably faithful for over two years.

* *This article was written for RADIO ANNUAL while Mr. Ryan was Assistant Director of Censorship.* *For complete NAB Section Please Turn to Page 898.*



DON AMECHE

Pictures
20th Century-Fox

Management
GEORGE FRANK, INC.

Radio
Radio Corporation of America

CANADIAN BROADCASTING AT WAR

By Glen Bannerman
President, Canadian Association of Broadcasters

1943 ended with Canadian Radio Broadcasting well into its fifth year at war. Looking back over the twelve months of 1943 Canadian Radio was conscious of a just pride in the service it has rendered to a people at war.

Time on the privately-owned stations paid for by the Government of Canada to promote the country's war activities represented approximately 7 per cent of the total revenue from time sales. These same broadcasting stations provided free time which if sold would represent slightly over 16 per cent of their total commercial time sales. To this must be added the free time given by the Canadian Broadcasting Corporation's ten publicly-owned stations and over its network. All of this support was more than doubled by the many programmes which commercial sponsors devoted to government projects.

The Future

While the war is by no means won and the effort must be kept up at top speed there is developing, within the trade, a definite desire to look at the future pattern of radio broadcasting in Canada. Will that pattern become one of state monopoly with its attendant beaurocracy and red tapes or will Canada have a dual system of public and private enterprise competing on equal ground for the favor of the public through service, programs and commercial sponsorships? It is for the Canadian People to say.

Naturally those who today are involved in the operation and development of the privately-owned Broadcasting Stations believe that the pattern of private operation in the United States holds the greatest promise for a free system of broadcasting and the most rapid progress in the art unhampered by government control. True, even our good neighbors have government supervision. Indeed because of its international character Broadcasting in any country must have a limited amount of supervision.

In Canada there is a limited amount of Government ownership, but complete Government control, under the Broadcasting Act of 1938 Broadcasting Stations have no legal rights in relation to the Government. It can take them over at will, paying only the value of the physical equipment at the time of being taken over. The Canadian Broadcasting Corporation, under the act, controls all networks and all use of telephone or telegraph lines for Broadcasting purposes. It may order any private station to take any program it desires. It may tell the private station what advertising it may or may not take and when the private station may and may not play transcription programs. In law the Corporation is ALL POWERFUL and can cancel any contract on a private station to make way for its programs without it or the station having any liability for compensation or damages. In actual practice the Corporation has not, to date, exercised all of its powers.

Conclusion

The present pattern of Broadcasting in Canada appears to restrict rapid new developments, especially in that the Corporation has reserved to itself the rights of Broadcasting by frequency modulation, facsimile and television. Despite this, the private broadcasters are looking to future developments and are devoting some time to the study and development of F.M.

It is generally recognized that Canada, with a population of 11,000,000 people cannot hope to have the same pattern as the United States with its 130,000,000 population. The market does not appear to be of sufficient volume to enable commercial advertising to cover the entire cost of a Broadcasting service to all the people from coast to coast.

It is therefore hoped that sane and wise counsel will result in a dual system of public and privately operated stations and networks being established for the future. Where neither is subservient to the other. If this objective is accomplished there is every reason to expect for Canada a pattern of Broadcasting that offers the greatest possible measure of freedom, of individual station responsibility and enough flexibility to keep pace with the development of the art.



PERRY COMO

CBS—SUNDAYS—7:15 P.M., E.W.T.

Victor Recording Artist
Under 7-Year Contract with 20th Century-Fox Films

First Picture
"SOMETHING FOR THE BOYS"

Personal Mgt.
JACK PHILBIN

GENERAL AMUSEMENT CORP.

TELEVISION IN WAR AND PEACE

By Gilbert Seldes
CBS Director of Television Programs

TECHNOLOGY in war time goes underground, and the last things to develop are the civilian arts. Everyone knows that great advances have been made in electronics, and that certain devices have proved themselves most effective in spotting Nazi planes or helping to knock off invisible Jap ships. There is a widespread belief that many of these new developments can be adapted to the uses of television, among other things.

Television as we once knew it is beginning to be obsolete. There may be some difference of opinion as to whether it was good enough in 1941 to become a grown-up entertainment medium; but there can be no doubt that technically it needed improvement; and every statement by manufacturers of equipment indicates that vast improvement is available.

Confined, by a shortage of manpower and materials, to a minimum broadcasting schedule during all of 1943, CBS has intensively studied the conditions of a satisfactory television system. The result, oddly enough, is to shift the question from, "When will television come?" to "Where will television come?" or to put it another way, "Where in the spectrum can a reasonably large number of stations find ample room for a clear, large television picture in color?"

High Frequency the Answer

The answer is, in the higher frequency bands where there is room for many stations, instead of a few, where television in color causes no new difficulties, and where television in color causes no new difficulties, and where a normal, healthy and free expansion could reasonably take place.

The promises to the public in the past year have sometimes been rather high-pitched—often in complete disregard of the interlocking difficulties of program techniques and engineering techniques. With the new developments in electronics, the television of the future can transmit far better pictures than was possible in 1941, and by the curtailed program operations made necessary by the war, program techniques have not kept pace with technical developments.

I hope I am not belittling what has been done in the past when I say the future is going to be enormously better. Let us look at the past for a moment. Both abroad and here, the most elaborate programs were remote pickups, participation shows, and big theatrical productions. The first were limited only by the accuracy and capacity of the equipment. If the camera could take a football game late in October, when half of the field was in shadow, and give you a good picture as the ball was kicked from the shadow into the sun and vice versa—then you still have the problem of getting a good picture of this event on your home receiver. But it seems to me that the people who actually handled remote equipment did an extremely good job technically. No doubt in the future we will become as agile as newsreel cameramen—but I hope we never become quite so tricky. Still, the television cameramen knew how to use their instruments to get a whale of a successful picture. (I would put in here also, sport events in the studio, because they "felt" like remotes). In certain ways a prizefight in a studio could be more successfully picked up because you could keep the audience away from two sides of the ring, and so get better shots.

Program Types

With participation shows you can rank all kinds of non-dramatic programs. They range from an engineer or a painter demonstrating a machine or a technique, through the pickup of a small jazz band, and right on to a straight unrehearsed quiz show. In these matters there were various approaches, and while I am partial to our own, the important thing is that everybody made good headway in this department. Television lends itself beautifully to the unexpected, the impromptu, the candid camera, working on the unaffected, the unrehearsed human being. (I hope there will be more boxing cats in the future television also.)

The only real dispute as to programs in television, is in the dramatic field. Here you have British and some American experience insisting that if the problem has not been solved, at least the

(*Continued on Page* 73. *For Complete Television Section Please Turn to Page* 927).

JUDY CANOVA

FOR

COLGATE-TOOTH POWDER

C.B.S.

Tuesdays—

9:00-9:25 p.m., P.W.T.
8:30-8:55 p.m., E.W.T.
7:30-7:55 p.m., C.W.T.
6:30-6:55 p.m., M.W.T.

ACTIVITIES OF OWI OVERSEAS

A Radio Round-Up of International Operations

THE Overseas Branch of the Office of War Information, beaming out the news of the United Nations at war, completed its 1943 operations on December 31st last with 31 shortwave transmitters encircling the globe from the East and West coasts of the United States.

On the East Coast, in New York City, the Atlantic Operations central studio operation, now nearly completed, is handling more originating programs simultaneously than all four of the major U. S. networks combined. Broadcasting in 26 languages out of New York in a never-changing pattern, one of the most complicated radio network programs in existence is being carried out daily.

From a two studio operation inaugurated in March 1942 the Atlantic operation has grown to sixteen studios, plus nine remote studio feeds from NBC, CBS and others. The total capacity is now 20 input or originating channels, to be fed to 40 output or feed channels.

The recording room in New York is equipped with 14 lathes for cutting air shows as well as special recorded programs for making pressings of programs to be shipped to foreign outposts of the OWI for use on local stations in such places as Australia, Italy, North Africa, etc. In addition there are twenty Memovox recorders for transcription of every broadcast sent to shortwave stations; these are filed for the Government's record.

Atlantic Operations

The Atlantic Operations of OWI Overseas Branch, headquartered in New York City, utilize 21 transmitters operating on European, North European, North African, South African, Central African, Brazilian, East South American, West South American, Mexican, Central American, and Caribbean beams, using 44 frequencies.

The stations are: WGEA, Schenectady; WGEO, Schenectady; WRUL, Boston; WRUS, Boston; WRUW, Boston; WRUA, Boston; WBOS, Boston; WCBX, New York City; WCRC, New York City; WCDA, New York City; WOOW, New York City; WOOC, New York City; WRCA, New York City; WNBI, New York City; WLWK, Cincinnati; WLWO, Cincinnati; WKRD, New York City; WKRX, New York City; WKLJ, New York City; WKTM, New York City; WKTS, New York City.

Altogether 132 engineers are required to operate the New York studios, recording room, and master control room; in addition, there is a staff of eight for engineering traffic; twelve for studio operations, to schedule facilities and studios; twelve for technical planning. Women are used in all sections—twenty-two of them as radio engineers.

Language schedules from the East Coast include: Albanian, Afrikaans, Arabic, Bulgarian, Czech, Danish, Dutch, Egyptian-Arabic, English, Finnish, Flemish, French, German, Greek, Hungarian, Italian, Norwegian, Persian, Polish, Portuguese, Rumanian, Serbo-Croatian, Spanish, Swedish, Turkish, and Yugoslav.

The volume of shortwave radio traffic which originates with the Atlantic operations in New York City may be seen in December 1943 monthly report. The total number of transmitter quarter-hours usage for the month amounted to 41,003, an average of over 1,300 transmitter quarter-hours per day, involving coordination and use of OWI network facilities. Of this monthly figure, 29,999 transmitter quarter-hours were devoted to the transmission of OWI voice programs, the bulk of which originated with OWI (24,519), the remainder originating at NBC and CBS. Comprising the monthly total also were 712 transmitter quarter-hours devoted to radio-photo transmissions originating in their entirety at OWI, and 10,292 transmitter quarter hours of CIAA programs originating at CBS and NBC. OWI handles all technical traffic and operations for CIAA and Army Forces Radio Services in New York and San Francisco.

Pacific Activities

From San Francisco, the OWI Pacific Operations with ten transmitters on Orient, Australian, Netherlands East Indies and South American beams uses 15 frequencies.

The transmitters are: KGEI, San Francisco; KWID, San Francisco; KWIX, San Francisco; KWV, San Francisco; KWY,

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★


Ralph Edwards'
"T or C"
DUZ

San Francisco; KWU, San Francisco; KRCA, San Francisco; KES-3, San Francisco; KES-2, San Francisco; KROJ, Los Angeles.

Shortwave programs are broadcast from the West Coast in the following languages and dialects: Amoy, Annamite, Burmese, Cantonese, Dutch, English, French, Japanese, Javanese, Korean, Malayan, Mandarin, Shanghai, Standard Chinese, Thai, Philippine language (10 dialects), a Spanish and Portuguese.

The San Francisco installation will rival that in New York upon completion. There will be 14 studios and a recording installation of 10 lathes. It is obvious that this propaganda effort will grow in importance as the military emphasis increases in the Pacific war theatre. The facilities to handle this activity are being provided in the same manner as an New York, including Master Control Room and all necessary installations of the newest and best design and manufacture.

Truly Cooperative

Transmitters used by the Atlantic and Pacific Operations of the OWI Overseas Branch are owned by the Columbia Broadcasting System, the National Broadcasting Company, World Wide Broadcasting Corporations, General Electric, Associated Broadcasters, Inc., Crosley Corporation, Westinghouse Radio Stations, Inc., American Telephone and Telegraph Co., Press-Wireless, and RCA Communications.

James O. Weldon, Chief of the Bureau of Communications Facilities, is responsible for the design, installations and operation of all radio and communications facilities. In charge of the New York operation, as Mr. Weldon's Assistant, is John R. Sheehan, formerly manager of shortwave stations WGEA and WGEO in Schenectady. The San Francisco operations are headed by F. P. Nelson, Assistant Chief, who was formerly manager of shortwave station WBOS, Boston.

TELEVISION IN WAR AND PEACE -- *By Gilbert Seldes*

Continued From Page 69

rights of direction of movement have been found; and you have another school of thought which believes that up to now the basic problems of dramatic or imaginative or fictional television production are not only far from the solution—the questions themselves have hardly been properly phrased.

Chances are that next year each television studio will more or less proceed as before. This means that we will all try to enlarge our operations, and eventually starting something a little more elaborate than we have done. Those of us who are not in war production are hardly in a position to say that when "cutbacks" occur, vital television material will become available. But if they are, we are all eager to start using our studios, our lights, and our cameras again. There are a lot of things that we can do—we can remind ourselves of all the short cuts and tricks that have been developed in the past, and we can go on to ask ourselves the right questions, and try to find the right answers.

Re Program Departments

It will take about a year to get a good program department functioning. The engineers will need time to absorb into their practice the fundamental changes in electronics. There is a school of thought which is perfectly willing to try to sell the public 1941 television; and there is another school which apparently will be satisfied with nothing but the television of 1957 or thereabouts. The public should be equally protected against both, because the first is technically incapable of becoming a great medium of entertainment, and the second will unnecessarily delay basically satisfactory television.

New Standards

We believe that a set of new standards, basically simpler than any we have ever had, can now be devised. They will allow television to begin operations shortly after the war, give room for unlimited improvement thereafter, and free us from the constant threat of complete obsolescence which has hung over television from the beginning.

It probably will take some time to move television to its proper position in the spectrum; but it's better to use the time now instead of starting off on the wrong foot again, and making an elaborate apology five years later when we will have a disagreeable alternative; either we ask the public to junk its sets because we are moving to the broadcast band we should have occupied in the first place; or we find that area already allocated to others, and television relegated to a permanently unsatisfactory position in the spectrum, and a permanently second-rate position in the favor of the public.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★



FRED WARING

and his

PENNSYLVANIANS

•

5th YEAR

•

Chesterfield Pleasure Time

•

Management, John O'Connor
1697 Broadway
New York City

COMMITTEES OF THE BOARD OF WAR COMMUNICATIONS

CONTINUED FROM PAGE 41

LAW COMMITTEE

The duties of the Law Committee include the furnishing of legal opinions and advice, and the drafting of final reports and recommendations, proposed Executive Orders, proclamations, and legislation. The Law Committee will report directly to the Board but will have liaison, for purposes of advice and consultation, with the Coordinating Committee, and, as may be necessary, with other committees.

Chairman
CHARLES R. DENNY
General Counsel, Federal Communications Commission
COL. CONRAD E. SNOW
Chief, Legal Branch, Office of the Chief Signal Officer, War Department
LT. COMDR. ERNEST R. FEIDLER, USCGR
(On leave of absence)
Treasury Department
COMDR. FRANZ O. WILLENBUCHER
Navy Department
RAYMOND T. YINGLING
State Department

LABOR ADVISORY COMMITTEE

The duties of the Labor Advisory Committee include the submission of expert advice to the Board on all labor problems incident to the proper carrying out of its national defense mission. With the requirements of national defense as a primary consideration, the Labor Advisory Committee will submit recommendations to the Board on such problems as are referred to it by the Board. The Labor Committee will report directly to the Board but will have liaison for the purpose of advice and consultation with the Coordinating Committee and the Industry Advisory Committee.

Chairman: Robert J. Watt

Organization	Representative	Alternate
American Federation of Labor	Robert J. Watt	Lawson Wimberly, IBEW.
Congress of Industrial Organizations	Joseph P. Selly	Geraldine Shandros American Communications Association
National Federation of Telephone Workers	Joseph A. Beirne	John J. Moran, Vice-Pres.

INDUSTRY ADVISORY COMMITTEE

The duties of the Industry Advisory Committee include the submission of expert advice to the Board on all problems of general concern to the communications companies incident to the proper carrying out of the Board's national defense mission. With the requirements of national defense as a primary consideration, the Industry Advisory Committee will submit recommendations to the Board on such problems as are referred to it by the Board. The Industry Advisory Committee will report directly to the Board but will have liaison for the purpose of advice and consultation with the Coordinating Committee and the Labor Advisory Committee.

Whenever a problem involving domestic or international broadcasting shall arise, the Chairman of the Industry Advisory Committee shall notify the Chairman of the Domestic Broadcasting Committee or International Broadcasting Committee, as the case may be, and such Domestic or International Broadcasting Committee shall designate a Delegate to act as a member of the Industry Advisory Committee on that problem.

Chairman: Walter S. Gifford Secretary: Dr. C. B. Jolliffe



By Howard Chandler Christy

JEAN HERSHOLT

7th YEAR

"Dr. Christian"

SPONSORED BY VASELINE

CBS, WEDNESDAY, 8:30 P.M.

Organization	Representative	Alternate
American Telephone and Telegraph Company	Walter S. Gifford	Keith S. McHugh
Globe Wireless, Ltd.	Jack Kaufman	R. W. Bunce
International Telephone and Telegraph Corp.	Col. Sosthenes Behn	Frank W. Phelan (All America Cables and Radio, Inc.)
Press Wireless, Inc.	Joseph Pierson	D. K. De Neuf
Radio Corporation of America	David Sarnoff	Dr. C. B. Jolliffe
Tropical Radio Telegraph Co.	R. V. Howley	
U. S. Independent Telephone Assn.	R. A. Phillips (Central Electric & Telephone Co.)	Clyde S. Bailey
Western Union Telegraph Co.	A. N. Williams	E. R. Shute

AVIATION COMMUNICATIONS COMMITTEE

The duties of this Committee include the study of all phases of domestic and international civil aviation radio facilities and communications services associated therewith. It will have liaison with the U. S. Government Facilities Committee and the State and Municipal Facilities Committee. With the requirements of national defense as a primary consideration, the Committee shall recommend plans for the most efficacious use of all of these facilities in time of military emergency, giving due consideration to the needs of other governmental agencies, of industry, and of other civilian activities.

Chairman: R. O. Smith

Organization	Representative	Alternate
Aeronautical Radio, Inc.	R. O. Smith	
American Association of Airport Executives		
American Export Airlines, Inc.	W. A. Schrader	M. H. McFarlen
American Federation of Labor		
American Telephone and Telegraph Company	R. L. Jones	F. A. Cowan
Department of Commerce (Civil Aeronautics Administration)	A. S. Stokes	Eugene Sibley
Federal Communications Commission	T. E. Daniels	
National Advisory Committee for Aeronautics	Charles H. Helms	
National Federation of Telephone Workers	John J. Moran	
Navy Department	Capt. Geo. H. De Baun	
Pan American Airways System	H. C. Leuteritz	
Private Fliers Association, Inc.	Roger Wolfe Kahn	John M. Wells,
State Department	Arthur Lebel	
U. S. Coast Guard	Lt. Comdr. F. A. Leamy	Lt. Comdr. E. K. Rhodes
War Department	Col. Wallace G. Smith	
Department of Commerce (Weather Bureau)	Delbert M. Little	Ivan R. Tannehill
Western Union Telegraph Co.	P. J. Howe	H. M. Saunders

DOMESTIC BROADCASTING COMMITTEE

The duties of this Committee include the study of the physical aspects of domestic standard broadcasting and formulation of recommendations of such precautions, supplementary facilities and reallocations as it shall deem desirable under foreseeable military conditions. It shall also consider other domestic broadcasting systems including relay broadcasting, high frequency (FM) broadcasting, television, facsimile broadcasting and experi-



A Great Personality

MAURICE ROCCO

and his

ROCKIN' RHYTHM

Featured Guest Artist On

RADIO HALL OF FAME
BLUE

CRESTA BLANCA CARNIVAL
COLUMBIA

LOWER BASIN STREET
BLUE

PAUL WINCHELL SHOW
MUTUAL

FULL SPEED AHEAD
MUTUAL

Starred At

CAFE ZANZIBAR
NEW YORK

ROXY THEATER
NEW YORK

Appearing In

INCENDIARY BLONDE
With Betty Hutton for
PARAMOUNT

A DECCA RECORDING ARTIST

Personal Management, PHIL SHELLEY, 64 E. Lake St., Chicago
Eastern Representative, Stanford Zucker Agency, New York

mental broadcasting. The Committee's work in all of these fields will include recommendations for the speedy and efficacious use in time of military emergency of all necessary domestic broadcasting facilities and communications services asosciated therewith, with the requirements of the national defense as a primary consideration.

Chairman: Neville Miller* Secretary: A. D. Ring

Organization	Representative	Alternate
American Federation of Labor	Lawson Wimberly	Maynard F. Marquardt
American Telephone and Telegraph Company	G. L. Best	H. H. Carter
Blue Network, The	K. H. Berkeley	Geo. O. Milne
Broadcasters Victory Council	John Shepard III	O. L. Taylor
Columbia Broadcasting System, Inc.	Earl H. Gammons	Dr. Frank Stanton
Congress of Industrial Organizations		
Facsimile, Inc.	John V. L. Hogan	
Federal Communications Commission	George P. Adair	Rosel H. Hyde
FM Broadcasters, Inc.	Walter J. Damm	Philip G. Loucks
Finch Telecommunications		
Mutual Broadcasting System, Inc.		
National Association of Broadcasters	Neville Miller*	Howard S. Frazier
National Assn. of Broadcast Engineers	J. H. Brown	A. T. Powley
National Broadcasting Company	Frank M. Russell	O. B. Hanson
National Federation of Telephone Workers	John J. Moran	
National Independent Broadcasters	Harold A. Lafount	Andrew W. Bennett
National Television System Committee of the RMA Engineering Department	W. R. G. Baker	V. M. Graham
Office of War Information		
State Department	Harvey Otterman	
U. S. Independent Telephone Association	Louis Pitcher	Clyde S. Bailey
War Department		
War Production Board	F. H. McIntosh	J. R. Cruetz
Western Union Telegraph Company	H. P. Corwith	A. W. Donaldson

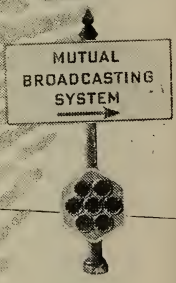
INTERDEPARTMENT RADIO ADVISORY COMMITTEE

This Committee is designated under the provisions of Paragraphs 5 and 7, but without reference to Paragraph 8, of the President's Executive Order of September 24, 1940. The duties of this Committee will include making special studies and recommendations regarding frequency allocations, with the requirements of national defense as a primary consideration but giving due consideration to the needs of governmental agencies, of industry, and of other civilian activities.

Chairman: Comr. T. A. M. Craven
Vice-Chairman: Lt. Comdr. Paul D. Miles
Secretary: P. F. Siling Assistant Secretary: L. R. Brady

Organization	Representative	Alternate
Department of Agriculture	E. W. Loveridge	E. C. Wagner
Department of Commerce	Dr. J. H. Dellinger	L. H. Simson
Federal Communications Commission	T. A. M. Craven	H. F. Carl

thumbprints all over us... and we love it!



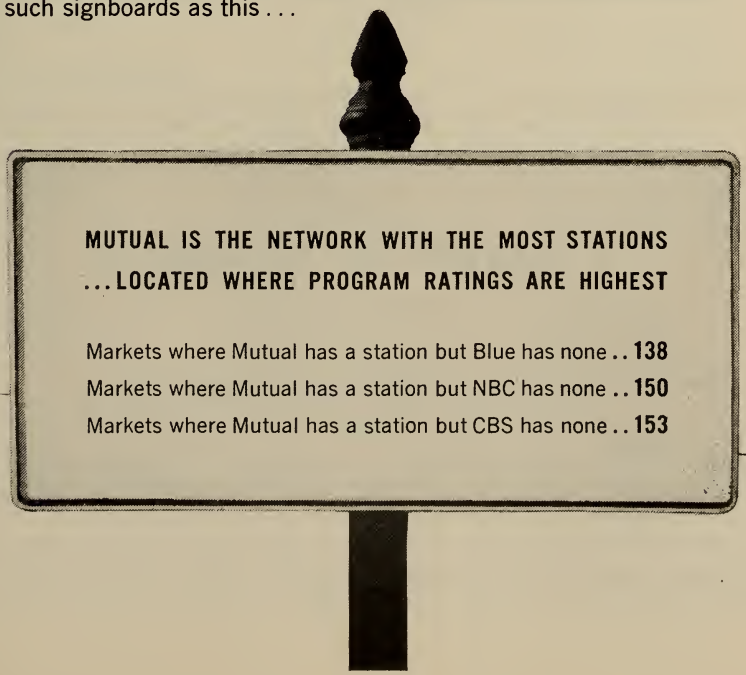
Radio research has lately set up a lot of new signposts, and lot of people have been thoughtfully thumbing the fresh paint on them. Some were erected by advertisers, some by agencies, some by networks — but they all stem from findings like these . . .

1. Just about the surest way to deliver a message in any market is to use a radio station located within that market . . .

2. Network programs enjoy much higher ratings in markets where there are fewer competing stations.

Since all these varied signposts converge unmistakably on our house, and since they've already led many advertisers to leave inquisitive thumbprints around here, we've bundled the works into a tidy little volume called "Fresh Paint", on which the ink is now drying.

When you get your copy, please apply your own thumbprint to such signboards as this . . .





With the war reaching its critical stage, radio broadcasters have a solemn responsibility to report and analyze accurately and fairly the events of the world today.

HARRY W. FLANNERY

"Signal Roundtable," CBS, Sundays, 4:30-5 p.m. for Signal Oil Co.

News Analysis, CBS, 5:30-5:45, Mondays, Wednesdays and Fridays, for Bekins Van & Storage.

News Analysis, CBS, 5:30-5:45, Tuesdays, Thursdays and Saturdays, for Planter's Peanuts.

Organization	Representative	Alternate
Department of Interior	Stephen L. Windes	
Department of Justice	E. D. Coffey	H. J. Walls
Department of Labor		
U. S. Maritime Commission	D. S. Brierley	J. T. Welsh
Navy Department	Lt. Comdr. P. D. Miles	Lt. (jg) W. R. Foley, USNR
Post Office Department	Roy M. Martin	Charles M. Knoble
State Department	Thomas Burke	F. C. deWolf
U. S. Coast Guard	Capt. E. M. Webster	Lt. Arthur L. Budlong
War Department	Lt. Col. A. G. Simson	Capt. Wm. E. Plummer

INTERNATIONAL BROADCASTING COMMMITTEE

The duties of this Committee include the study of all phases of international broadcasting and the formulation of recommendations concerning such precautions, supplementary facilities and reallocations as it shall deem desirable under foreseeable military conditions. With the requirements of national defense as a primary consideration, it shall also recommend plans for the speedy and efficacious use of all necessary international broadcasting facilities in time of military emergency giving due consideration to the needs of other governmental agencies, of industry, and of other civilian activities.

Chairman: Walter C. Evans Secretary: P. F. Siling

Organization	Representative	Alternate
American Federation of Labor	Louis Barnett	Lawson Wimberly
Associated Broadcasters, Inc.	Wesley I. Dumm	Royal V. Howard
Columbia Broadcasting System, Inc.	Earl H. Gammons	Edmund Chester
Department of Commerce (Bureau of Foreign and Domestic Commerce)	Howard E. Way	
Crosley Corporation (The)	James D. Shouse	R. J. Rockwell
Federal Communications Commission	P. F. Siling	Geo. P. Adair
General Electric Company	Robert S. Peare	
Mutual Broadcasting System, Inc.	Alfred J. McCosker	
National Association of Broadcasters	Neville Miller*	Howard S. Frazier
National Broadcasting Company, Inc.	John F. Royal	Dr. Charles B. Jolliffe
Navy Department	Comdr. Fnauz O. Willenbucher	Lt. Comdr. F. C. B. Jordan
Office of Coordinator of Inter-American Affairs	Don Francisco	John W. G. Ogilvie
Office of War Information	James Weldon	
State Department	Harvey Otterman	Col. Carl H. Hatch
War Department	Maj. Gen. Alexander D. Surles	
Westinghouse Electric and Manufacturing Co.	Walter C. Evans	L. B. Wailes
World Wide Broadcasting Corporation	Walter S. Lemmon	Mark L. MacAdam

RADIO COMMUNICATIONS COMMITTEE

The duties of this Committee include the study of all phases of domestic and international radiotelegraph and radiotelephone communications facilities (including mobile and fixed services) except aviation, amateur, Federal, State, and Municipal communications facilities. With the requirements of national defense as a primary consideration, the Committee shall recommend plans for the most efficacious use of all of these facilities in

Historian - Commentator



UPTON CLOSE

NBC's *World News Parade* for W. A. Sheaffer Pen Co. and MBS's *Closeups* for Lumbermen's Mutual Casualty Co., both sponsoring Upton Close, have been renewed for another year. The Sheaffer show has the highest daytime rating of any news show on any network, and highest daytime rating of any show on NBC. Mr. Close's Mutual spot has the highest rating of any show on that system.

Last Book—*Behind The Face of Japan*
New Book—*Ladder of History**

*To be Macmillan's new High School text book throughout the land.

time of military emergency, giving due consideration to the needs of other governmental agencies, of industry, and of other civilian activities.

Chairman: Capt. E. M. Webster Secretary: F. M. Ryan

Organization	Representative	Alternate
American Federation of Labor	Andrew McDonald	David D. Barry
American Merchant Marine Institute, Inc.	R. J. Baker	
American Telephone and Telegraph Company	W. G. Thompson	F. M. Ryan
Association of Edison Illuminating Companies	G. G. Langdon	
Congress of Industrial Organizations	H. C. Taylor	W. P. Paschel
Department of Commerce	Dr. J. H. Dellinger	L. H. Simson
Edison Electric Institute	H. E. Kent	
Federal Communications Commission	William N. Krebs	J. A. Russ
Globe Wireless, Ltd.	Jack Kaufman	R. W. Bunce
Lake Carriers' Association	Gilbert R. Johnson	C. M. Jansky, Jr.
Lorain County Radio Corporation	Herman E. Hageman	Frank C. Dunbar
Mackay Radio and Telegraph Company	Haraden Pratt	L. Spangenberg
Maritime Commission	D. S. Brierley	J. T. Welsh
Mutual Telephone Company	W. I. Harrington	Alvah A. Scott
National Federation of Telephone Workers	John J. Moran	
Navy Department	M. W. Arps	
Press Wireless, Inc.	Joseph Pierson	D. K. DeNeuf, V. P.
Radiomarine Corporation of America	Chas. J. Pannill	Arthur J. Costigan.
R.C.A. Communications, Inc.	Wm. A. Winterbottom	William H. Taylor
South Porto Rico Sugar Company	T. J. Phillips	
Tropical Radio Telegraph Company	R. V. Howley	C. C. Harris
U. S. Coast Guard	Capt. E. M. Webster	Lt. Comdr. C. H. Peterson
U. S.-Liberia Radio Corporation	Byron H. Larabee	
War Department	Col. Wesley T. Guest	Maj. Orla St. Clair

COMMUNICATIONS LIAISON COMMITTEE FOR CIVILIAN DEFENSE

The duties of this Committee include the submission of expert advice on all communications problems in which the Defense Communications Board and the Office of Civilian Defense are mutually interested. With the requirements of national defense as a primary consideration, the Committee will submit recommendations to the Board on such problems as are referred to it by the Board. In addition, the Committee shall have liaison with a similar committee of the Office of Civilian Defense and shall work with that committee in planning for the most efficacious use of communications facilities for civilian defense.

Chairman: William N. Krebs Secretary: Herbert A. Friede

Organization	Representative
American Radio Relay League	George W. Bailey
Federal Communications Commission	William N. Krebs
International Association of Chiefs of Police	Capt. Donald S. Leonard
International Association of Fire Chiefs and International Association of Fire Fighters	Herbert A. Friede
National Bureau of Standards	Alvin C. Hutton
Office of War Information War Department	Capt. Nelson Harton Signal Corps

CBS Presents

JOAN BROOKS

with a

"Heartful of Songs"

PATSY CAMPBELL

Personality Ingenue,
Young Lead
and
Comedienne

LEx. 2-1100 Cl. 6-3082

CORAL TEMPEST

Dramatic Lead & Light Comedienne

LEx. 2-1100 Cl. 6-3082

LUCILE SNOW

Teen Age Ingenue

LEx. 2-1100 Cl. 6-3082

RUTH HILL

Young Character Comedienne
and Lead

LEx. 2-1100 Cl. 6-3082

"Uncle Sam's Favorite Daughters"

VI and VILMA VERNOR

"The Singing Victory Twins"

JEAN SINCERE

Straight and Emotional Ingenue
and Young Lead

IN BROADWAY COMPANY
of
"ARSENIC AND OLD LACE"

Cl. 7-2879 Cl. 6-3082

RYC TRIER

Character and Character Lead

LEx. 2-1100 Cl. 6-3082

BURT BOYAR

Teen Age Juvenile

LEx. 2-1100 Cl. 6-3082

PATRICIA BELL

Straight Ingenue
and
Young Lead

LEx. 2-1100 Cl. 6-3082

BEN PRATT

Talent Promotion

Personal Publicity

RKO Bldg., 1270 - 6th Ave., New York City Cl. 6-3082

		Alternate
Labor Advisory Committee, Defense Communications Board	Joseph P. Selly	
Domestic Broadcasting Committee, Defense Communications Board	Neville Miller	
Telegraph Committee. Defense Communications Board	R. H. Vehling	
Telephone Committee, Defense Communications Board	Ralph I. Mabbs	Clyde S. Bailey

PRIORITIES LIAISON COMMITTEE

The duties of this Committee include the study of non-military priority problems that arise in the current work of priority ratings for materials requiring inter-departmental coordination, and such special problems as may be referred to it by the Board of War Communications or the Coordinating Committee. In addition, the committee will have liaison with the Priorities Planning Committee and may call upon the priorities representatives of the numbered committees of the Board as well as other Government and industry experts for advice.

Chairman: Lt. Comdr. R. H. Griffin

Organization	Representative	Alternate
Federal Communications Commission	Manfred K. Toeppen	
Navy Department	Lt. Comdr. R. H. Griffin	
State Department	J. T. Keating	Harvey Otterman
U. S. Coast Guard	Lt. Comdr. J. W. Ryssy	
War Department	Lt. Col. Lyle D. Wise	Capt. John G. Hubbard
War Production Board	Leighton H. Peebles	

PRIORITIES REPRESENTATIVES

Amateur Radio Committee

George W. Bailey,
The American Radio League

Cable Committee

Forest L. Henderson,
All America Cables and Radio, Inc.

I. S. Coggeshall,
The Western Union Telegraph Co.

Domestic Broadcasting Committee

Dr. W. R. G. Baker,
National Television System Committee
of the RMA Engineering Department

International Broadcasting Committee

R. J. Rockwell,
The Crosley Corporation

M. L. Prescott,
General Electric Company

Radiocommunications Committee

Arthur J. Costigan,
Radiomarine Corp. of America

Haraden Pratt,
Mackay Radio and Telegraph Co.

State and Municipal Facilities Committee

Captain Donald S. Leonard,
International Assn. of Chiefs of Police

Lloyd N. Chatterton,
International Municipal Signal Assn.

Telegraph Committee

E. R. Shute,
The Western Union Telegraph Co.

Communications Liaison Committee for Civilian Defense

Herbert A. Friede,
International Assn. of Fire Chiefs

George W. Bailey,
The American Radio Relay League

* *Served through* 1943. *resigned Feb.* 15, 1944. *No successor appointed at press time.*

PROFESSOR
QUIZ



WILLIAM GERNANNT

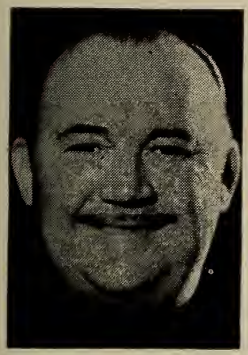
521 Fifth Avenue
New York

MUSICAL OPPORTUNITIES IN 1944

By Paul Whiteman
Director of Music, Blue Network

"SOMETHING between a Song and a Symphony!"

Sounds euphonious, doesn't it? Sort of gives you an inkling of our musical quest for 1944—a search for new composers, compositions and ideas which will bring to radio much needed *in-between music—something between a song and a symphony.*



For years I've thought that radio needed some special music, compositions, neither in the popular or classical categories, but acceptable to devotees of both schools. For example, numbers like "Manhattan Serenade," "Deep Purple" or "Park Avenue Fantasy." "A Holiday for Strings" and "Warsaw Concerto," theme song of our new Hall of Fame show, are written in the same vein.

Original Compositions

So much for the type of new music we are seeking. Next is the problem of getting the composers. In this assignment I sought the counsel of my associates at the Blue network. They enthusiastically endorsed the idea and offered a budget to cover the cost of commissioning writers.

The plan is simple. We will invite the best of the new school of professional composers to submit their original compositions and will commission others to compose works especially for the Blue network. The successful composers will receive contracts. We will pay them for their original compositions and they will control the royalty and publishing rights.

Through the encouraging of professional composers we hope to find a new library of excellent numbers. These numbers, running from three to five minutes, will represent an entirely new sphere of radio music and we plan to introduce them both over the Blue network and in public concerts.

Tribute to Hollywood Writers

For a long time I have had the feeling that a lot of talented writers are in Hollywood contributing their artistry to the motion picture industry. For the most part this creative writing becomes lost in the dramatic action of present-day pictures and the full beauty of their rhythmic creations are never really appreciated. To this group I intend to make a special appeal for new numbers. I am confident that radio will give full expression to their musical talents.

There's another thought in our musical planning that is worthy of noting at this time. That is the relationship between the composer, publisher, and conductor. I for one feel that the trio is inseparable, entirely dependent on each other for artistic achievement in the musical field. Many lose sight of the artistic and business relationship that should exist. Working in harmony, the composer, publisher and conductor can do much to solidify and enrich the musical sphere.

Conclusion

Getting back to the original theme of this article it is heartening to creative artists to see world-wide acceptance of such a modern composer as Dimitri Shostakovich. His "Second Piano Sonata" and his setting of a sonnet by Shakespeare have been among his most accepted works. Shostakovich's success as a composer is a fine incentive for the new school of composers to whom we direct our message.

Program Notes for the most unique musical program now on the air

SCHENLEY'S GREATER CRESTA BLANCA CARNIVAL

presents

MORTON GOULD *and* ALEC TEMPLETON

These two contemporary geniuses combine their rare talents in a radio program of musical contrasts—color, sparkle, wit and beautiful music . . . as exciting as gorgeous fireworks against a soft midnight sky . . . as satisfying and delightful as a bottle of

CRESTA BLANCA *California* WINES



Morton Gould: Brilliant composer and conductor, American born and American trained, has conducted the New York Philharmonic and Cleveland Orchestras, and has had his compositions performed under the leadership of Toscanini, Stokowski, Reiner, Goossens, Iturbi, Golschmann, Kindler, Rodzinski, Barbirolli and Wallenstein. Among his compositions are The Lincoln Legend, American Symphonette and a Symphony.

Alec Templeton: Eminent concert pianist, graduate of the Royal Academy of Music in London, has toured both Europe and America extensively. He has appeared with the major Symphony orchestras in England and America. A composer in his own right, he has published a large number of works for solo piano, as well as Symphony orchestras, including Rhapsody Harmonic, Concertina Lyric, Insect Suite, Idyll and Sonatine Ballads.

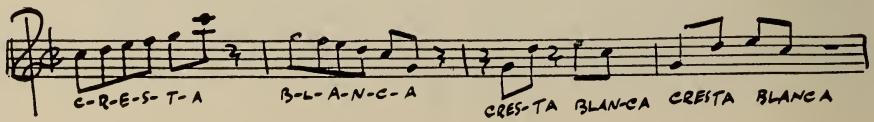
THE CRESTA BLANCA CARNIVAL

You'll make Wednesday your "Evening In" . . . you won't want to miss a single one of these great programs . . . with two stars of first magnitude united in a weekly performance that eclipses all their previous "solo" efforts.

CBS COAST TO COAST

every Wednesday night

Cresta Blanca Wine Co., Inc., Livermore, California



RADIO DAILY

Seventh Annual Poll of the Radio Editors and Critics for 1943

Commercial Programs

BOB HOPE	504
Jack Benny	368
Bing Crosby	350
Information Please	340
Fibber McGee & Molly	334
Edgar Bergen	312
Ed Gardiner (Duffy's)	232
Lux Radio Theater	196
Lower Basin Street	188
N. Y. Philharmonic-Symphony	152

Entertainers

BING CROSBY	642
Bob Hope	618
Jack Benny	456
Edgar Bergen	390
Fred Allen	326
Fibber McGee & Molly	318
Ed Gardner	310
Kate Smith	194
Red Skelton	174
Kay Kyser	140

Dramatic Shows

LUX RADIO THEATER	698
Screen Guild Players	322
Cavalcade of America	234
One Man's Family	168
Inner Sanctum	132
Mr. District Attorney	108
The Aldrich Family	106
Suspense	92
Man Behind the Gun	84
The Thin Man	84

Educational Series

AMERICAN SCHOOL OF THE AIR	358
University of Chicago Round Table	348
American Town Meeting	254
Information Please	170
March of Time	108
Invitation to Learning	106
Land of the Free	70
American Forum of the Air	62
Pacific Story	54
Cavalcade of America	52

(Continued on Page 93)

GARNETT MARKS



ANNOUNCER • NARRATOR
ACTOR

SPORTS AND NEWS COMMENTATOR

NOW

LT. GARNETT MARKS

U. S. ARMY

RESULTS OF RADIO DAILY 1943 CRITICS POLL

Dance Bands (Sweet)

GUY LOMBARDO	418
Sammy Kaye	322
Fred Waring	274
Tommy Dorsey	204
Freddy Martin	196
Kay Kyser	162
Wayne King	122
Glenn Miller	84
Paul Whiteman	76
Horace Heidt	74

Comedians

BOB HOPE	856
Jack Benny	574
Fred Allen	458
Ed Gardner	370
Edgar Bergen	284
Red Skelton	234
Fibber McGee & Molly	156
Groucho Marx	146
Jimmy Durante	116
Eddie Cantor	114

News Commentators

RAYMOND GRAM SWING	498
H. V. Kaltenborn	402
Fulton Lewis, Jr.	322
Lowell Thomas	300
Walter Winchell	206
Raymond Clapper	172
Earl Godwin	172
Gabriel Heather	144
John W. Vandercook	142
William Shirer	136

Dramatic Serials

ONE MAN'S FAMILY	256
Vic and Sade	182
The Aldrich Family	154
I Love a Mystery	80
Those We Love	74
The Goldbergs	68
Light of the World	68
Bachelors Children	54
Easy Aces	52
Abie's Irish Rose	50
The Guiding Light	44

Dance Bands (Swing)

HARRY JAMES	522
Benny Goodman	474
Tommy Dorsey	232
Duke Ellington	216
Jimmy Dorsey	162
Woody Herman	108
Cab Calloway	104
Kay Kyser	100
Bob Crosby	84
Les Brown	76

Quiz Shows

QUIZ KIDS	794
Information Please	726
Take It or Leave It	574
Truth or Consequences	372
Dr. I. Q.	192
Thanks to the Yanks	186
Double or Nothing	176
Kay Kyser College of Musical Knowledge	76
Battle of the Sexes	62
Vox Pop	54

Sports Commentators

BILL STERN	828
Ted Husing	546
Red Barber	292
Harry Wismer	226
Don Dunphy	112
Clem McCarthy	82
Ed Thorgersen	72
Bill Corum	60
Russ Hodges	50
Bob Elson	48

Children Shows

THE LONE RANGER / LET'S PRETEND (tie)	402
Jack Armstrong	192
Quiz Kids	136
Terry and the Pirates	106
Cross-Country on a Bus	72
Superman	68
American School of the Air	66
Dick Tracy	60
Land of the Lost	56

(Continued on Page 95)



THE ACCEPTED MARK FOR YOUR COVERAGE ALLOCATIONS

- COVERAGE BROCHURES
- SURVEYS
- MARKET RESEARCH
- MAPS

WALTER P. BURN AND ASSOCIATES, INC.

7 WEST 44th STREET

NEW YORK, 18, NEW YORK

Symphony Conductors

ARTURO TOSCANINI	786
Leopold Stokowski	330
Serge Koussevitsky	278
Artur Rodzinski	214
Bruno Walter	208
Andre Kostelanetz	166
Dr. Frank Black	142
Howard Barlow	140
Eric Leinsdorff	108
Sir Thomas Beecham	78

Male Vocalists (Classical)

JOHN CHARLES THOMAS	766
Richard Crooks	530
James Melton	374
Nelson Eddy	322
Lawrence Tibbett	226
Jan Peerce	222
Frank Munn	170
Paul Robeson	92
Ezio Pinza	92
Lauritz Melchior	86

Male Vocalists (Popular)

BING CROSBY	1010
Frank Sinatra	520
Dick Haymes	460
Dennis Day	322
Perry Como	172
Kenny Baker	170
Barry Wood	78
Frank Munn	68
Bob Eberle	66
Ray Eberle	58
Frank Parker	58

Symphony Programs

N. Y. PHILHARMONIC-SYMPHONY	830
NBC Symphony	620
Boston Symphony	566
Cleveland Symphony	244
Philadelphia Symphony	90
Telephone Hour	82
CBS Symphony	80
Hour of Charm	72
Standard Symphony (Pacific Coast)	68
Stradivari Orchestra Program	58

Female Vocalists (Classical)

LILY PONS	556
Gladys Swarthout	486
Marian Anderson	340
Jessica Dragonette	250
Grace Moore	230
Lucille Manners	146
Eilleen Farrell	140
Helen Traubel	124
Margaret Speaks	96
Jean Tennyson	94

Female Vocalists (Popular)

DINAH SHORE	836
Kate Smith	562
Ginny Simms	496
Frances Langford	232
Georgia Gibbs	130
Connie Boswell	108
Hildegarde	90
Bea Wain	80
Mary Martin	64
Helen O'Connell	50

RADIO editors, writers and critics on newspapers and periodicals throughout the United States and Canada took part in the seventh annual poll conducted by RADIO DAILY.

Tabulations were made on the basis of 10 *points for each first choice,* 9 *points for each second choice and proportionately down the line. All figures represent points out of a possible* 1200.

Original signed questionnaires as returned by the radio editors and the worksheets used in the tabulation of the votes are carefully preserved by RADIO DAILY. It is regarded as the one authoritative pool of its kind conducted by a radio industry business paper and is presented as a service to the trade which finds it helpful to have a true cross-section of opinion from the nation's radio editors.

(Continued on Following Page)

DATA ON PROGRAM WINNERS In Radio Daily's Seventh ANNUAL POLL of RADIO CRITICS

Pepsodent (Bob Hope) Program

Sponsored by Pepsodent Co.; Tuesdays, 10-10:30 p.m., EWT, on NBC network. *Agency*: Foote, Cone & Belding, Inc. *Cast*: Bob Hope, Frances Langford, Jerry Colonna, Barbara Jo Allen "Vera Vague," and guests. *Orchestra*: Stan Kenton.

☆

Grape-Nuts Flakes (Jack Benny) Program

Sponsored by General Foods Corp.; Sundays, 7-7:30 p.m., EWT, on NBC network. *Agency*: Young & Rubicam, Inc. *Cast*: Jack Benny, Mary Livingstone, Rochester, Dennis Day and Don Wilson. *Orchestra*: Phil Harris.

☆

Kraft Music Hall

Sponsored by Kraft Cheese Corp.; Thursdays, 9-9:30 p.m., EWT, on NBC network. *Agency*: J. Walter Thompson Co. *Cast*: Bing Crosby, Music Maids and Hal, The Charioteers, Trudy Erwin, Leo "Uke" Sherin and guest stars. *Orchestra*: John Scott Trotter.

☆

"Information Please"

Sponsored by H. J. Heinz Co.; Mondays, 10:30-11 p.m., EWT, on NBC network. *Agency*: Maxon, Inc. *Cast*: Clifton Fadiman, master of ceremonies; Franklin P. Adams, John Kieran, Oscar Levant, Ben Grauer and guests.

☆

Fibber McGee & Molly

Sponsored by S. C. Johnson & Sons, Inc.; Tuesdays, 9:30-10 p.m., EWT, on NBC network. *Agency*: Needham, Louis & Brorby, Inc. *Cast*: Marion and Jim Jordan and Ransom Sherman. *Orchestra*: Billy Mills.

☆

Chase & Sanborn Hour

Sponsored by Standard Brands, Inc.; Sundays, 8-8:30 p.m., EWT, on NBC Network. *Agency*: J. Walter Thompson Co. *Cast*: Edgar Bergen (Charlie McCarthy) and guest stars. *Orchestra*: Ray Noble.

☆

"Duffy's" (Ed Gardner)

Sponsored by Bristol-Myers Co.; Tuesdays, 8:30-9 p.m., EWT, on the Blue network. *Agency*: Young & Rubicam, Inc. *Cast*: Ed Gardner, Florence Halop as "Miss Duffy," Charlie Cantor as "Finnegan," Eddie Green and Johnny Johnston and guest stars. *Orchestra*: Paul Weston.

☆

Lux Radio Theater

Sponsored by Lever Bros. Co.; Mondays, 9-10 p.m., EWT, on CBS network. *Agency*: J. Walter Thompson Co. *Cast*: Cecil B. DeMille, producer, and guest stars. *Orchestra*: Louis Silvers.

☆

"Lower Basin Street"

Sponsored by the Andrew Jergens Co.; Sundays, 9:15-9:45 p.m., EWT, on the Blue network. *Agency*: Lennen & Mitchell, Inc. *Cast*: Paul Lavalle orchestra; Milton Cross, Jack McCarthy, Dick Todd and guest stars.

☆

N. Y. Philharmonic-Symphony

Sponsored by United States Rubber Co.; Sundays 3-4:30 p.m., EWT, on CBS network. *Agency*: Campbell-Ewald Co.,Inc. (Eastern Division). New York Philharmonic-Symphony orchestra, Arthur Rodzinski, musical director; guest conductors and guest soloists; Intermission feature, "The American Scriptures," Carl Van Doren and guest stars. Bernard Dudley, announcer.

ride the tide of this national habit....

...the national habit of sta



millions and millions listen regularly to NBC

Millions and millions of Americans tune every night and day to NBC because they like what they hear. They've made listening *regularly* a regular habit. And no wonder.



the greatest shows in radio are on NBC

The listener knows where the winners are playing and that's where he keeps his dial. CAB and Hooper surveys consistently find that NBC shows are the nation's choice—have found NBC programs are nine out of the first ten audience rated shows; 15 out of the first 20; 33 out of the first 50 of *all* programs on the air.

it's NBC for "The Parade of Stars"

Year after year, popularity polls conducted by newspapers and trade magazines show that there are far more popular stars on NBC than all the other networks combined.



When an advertiser has a valuable entertainer, he looks for the most valuable audience his money can buy—and that's why more of the nation's favorites are on NBC.

NBC service to the nation and the public

In fast-changing times, it's frequently important that information reach great masses of people in a hurry. NBC is proud to have contributed hundreds of educational programs and tens of thousands of announcements in the public interest. NBC listeners are among the world's best-informed people.



ng tuned to NBC



the one best bet—the head that wears the coronet

Most of the big advertisers learned long ago that NBC is a sound investment. Two-thirds of the advertisers who spent more than half a million dollars last year were on NBC. Since 1926, America's Number One Network has been a best bet for the advertising dollar.



advertisers stick with NBC

When an advertiser goes on NBC, he nearly always stays. Three-fourths of NBC's clients have been on the network from five to fifteen years. More than half have been consistent users of NBC time for more than ten years. Year after year, they renew their lease on this responsive audience, enjoy the good-will and patronage of millions of American consumers.



the world's best-known chimes identify NBC

Everybody knows NBC's three-toned trade mark. When an advertiser sets his radio program between these familiar harmonies, he can be sure of the advantage of meeting an attentive, receptive and NBC-minded audience from the very start. Millions of listeners in millions of homes, day after day, night after night, supply the proof. A smart editor once said it: "The best-known sequence of sounds on this planet is the NBC chimes."

They all tune to the National Broadcasting Company

It's a National Habit

...the national habit of staying tuned to NBC



millions and millions listen regularly to NBC

Millions and millions of Americans tune every night and day to NBC because they like what they hear. They've made listening *regularly* a regular habit. And no wonder.



the greatest shows in radio are on NBC

The listener knows where the winners are playing and that's where he keeps his dial. CAB and Hooper surveys consistently find that NBC shows are the nation's choice—have found NBC programs are nine out of the first ten audience rated shows; 15 out of the first 20; 33 out of the first 50 of *all* programs on the air.

it's NBC for "The Parade of Stars"

Year after year, popularity polls conducted by newspapers and trade magazines show that there are far more popular stars on NBC than all the other networks combined.



When an advertiser has a valuable entertainer, he looks for the most valuable audience his money can buy—and that's why more of the nation's favorites are on NBC.

NBC service to the nation and the public

In fast-changing times, it's frequently important that information reach great masses of people in a hurry. NBC is proud to have contributed hundreds of educational programs and tens of thousands of announcements in the public interest. NBC listeners are among the world's best-informed people.





the one best bet—the head that wears the coronet

Most of the big advertisers learned long ago that NBC is a sound investment. Two-thirds of the advertisers who spent more than half a million dollars last year were on NBC. Since 1926, America's Number One Network has been a best bet for the advertising dollar.



advertisers stick with NBC

When an advertiser goes on NBC, he nearly always stays. Three-fourths of NBC's clients have been on the network from five to fifteen years. More than half have been consistent users of NBC time for more than ten years. Year after year, they renew their lease on this responsive audience, enjoy the good-will and patronage of millions of American consumers.



the world's best-known chimes identify NBC

Everybody knows NBC's three-toned trade mark. When an advertiser sets his radio program between these familiar harmonies, he can be sure of the advantage of meeting an attentive, receptive and NBC-minded audience from the very start. Millions of listeners in millions of homes, day after day, night after night, supply the proof. A smart editor once said it: "The best-known sequence of sounds on this planet is the NBC chimes."

They all tune to the National Broadcasting Company

It's a National Habit

America's No.1 Network



a service of Radio Corporation of America

SHORTWAVE—POST WAR ERA

By Bernard Estes

TELEVISION and frequency modulation may be the bright spots in radio's magical future, but there is a more immediate potential in post war radio that offers great possibilities. It is commercial shortwave and international standard broadcast radio.

When the war is over, American capital by the millions of dollars will be invested in the rebuilding of a devastated world. Quickly following this investment of American money will be the rebirth of what will amount to practically virgin markets for American made machinery, clothing and food products.

How can American businessmen quickly build and sell these reborn markets of the world? Shortwave has proven itself as a propaganda media, and only the wording of the script changes the propaganda technique of war to the product selling message of peace.

Selling by Radio

Nowhere in all the world has the art of producing shows that sell been perfected to such a high degree as has been done here in America. With the world's best production facilities at its fingertips and with sufficient personnel available for translating and "pointing" purposes all that remains for immediate contact with a foreign market is the purchase of time for rebroadcast on foreign transmitters which cover the desired market. The show is produced in studios located in, let's say, New York. The facilities of a shortwave transmitter are leased. The show is beamed towards the foreign transmitter and rebroadcast on a standard cycle to the desired market.

This is a simple and practical operation. It is being executed by the OWI several hundreds of times a week presently and under such obstacles as wartime jamming by enemy stations, the quick and sometimes inadequate facilities available on the ever advancing front lines.

Right now there are shortwave transmitters and standard cycle stations that are either located or cover every existing country in Europe and Asia. The peoples within the listening area of these stations will have, during the years of war, heard nothing but news, edicts, propaganda, practically no music other than military airs and have never received the joys of entertainment through radio. They will be hungry for music, laughter and fun via the airwaves and within the power of American business lies the ability to give these people the kind of radio fare they will want. If they succeed in thus pleasing the people who will and should buy their products then they are entitled to their "commercial" which goes along with the blessing. The history of American radio has proven this point.

Transcriptions

In addition to shortwave for rebroadcast and to ensure perfect reception at all times and reduce the costs of rebroadcasting American produced radio shows for foreign markets without sacrificing the value of our excellence in talent, scripting, direction and production—there is the use of transcriptions. A glance at one of the air map schedules published by some of the U. S. transocean airline companies and it is easy to figure the few hours of time that must elapse between the production of a radio show in America and its broadcast on a standard cycle station in Moscow, Berlin, Calcutta or Dakar. It's a sure thing that after this war the commercial airlines will cut existing schedules by several hours.

If there is any doubt as to the effectiveness of this type of broadcasting look at the records of the shortwave division of the Office of War Information, the Coordinator of Inter-American Affairs, the information offices of the Free French, the exiled Polish, Norwegians, the Belgians, the Dutch, etc., and bear in mind that our own Government is shortwaving programs twenty-four hours a day in some seventy-odd languages and dialects seven days a week every week. In addition to this the Army, Navy and Marines are shortwaving top network shows devoid of commercials to our armed forces throughout the world.

Surely, in the face of all the facts set forth herein, no one can deny that American Commercial Shortwave Radio is assured an important place in global economics.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

BMI LICENSEES

represent

98% of the dollar

VOLUME OF THE INDUSTRY

They are served by

A Rich and Varied Music Catalog

Basic Indexes and Regular Supplements

Copyright Research Service

Continuities—Over 50 program units each week for use with transcription libraries and phonograph records

---

BMI has the exclusive performing rights to some half million titles in the catalogs of over 500 publishers and the official performing rights societies of ARGENTINA, BRAZIL, CHILE, CUBA and MEXICO.

BROADCAST MUSIC

Incorporated

Los Angeles **New York** **Chicago**

BMI BLANKETS THE INDUSTRY WITH BLANKET LICENSES

BMI has 953* commercial licensees in the United States and Canada.

Advertising agencies and transcription companies which check their spot campaigns against our list of licensees find their clearance problems eliminated by the use of BMI Music on BMI Stations.

***As of February 15, 1944**

BROADCAST MUSIC

Incorporated

Los Angeles **New York** **Chicago**

IMPORTANT RADIO Telephone Numbers in NEW YORK

Radio Stations

WAAT (N. Y. Office) ..... REctor 2-5878
WABC ..... WIckersham 2-2000
WBBR ..... MAin 4-9735
WBNX ..... MElrose 5-0333
WBYN ..... BRyant 9-3775
WCAU (N. Y. Office) ..... WIckersham 2-2000
WEAF ..... CIrcle 7-8300
WEVD ..... BRyant 9-2360
WGN (N. Y. Office) ..... MUrray Hill 2-3033
WHN ..... BRyant 9-7841
WHOM ..... PLaza 3-4204
WIBX (N. Y. Office) ..... MUrray Hill 2-8228
WINS ..... BRyant 9-6000
WJZ ..... CIrcle 7-5700
WLIB ..... INgersol 2-1300
WLW ..... CIrcle 6-1750
WMCA ..... CIrcle 6-2200
WNBF (N. Y. Office) ..... MUrray Hill 2-5767
WNEW ..... PLaza 3-3300
WNYC ..... WOrth 2-5600
WOR ..... PEnnsylvania 6-8600
WOV ..... CIrcle 5-7979
WPAT (N. Y. Office) ..... PEnnsylvania 6-2945
WQXR ..... CIrcle 5-5556
WRUL (N. Y. Office) ..... CIrcle 7-3993
WWRL ..... NEwtown 9-3300

National Networks

Blue Network Co. ..... CIrcle 7-5700
Columbia Broadcasting System ..... WIckersham 2 2000
Keystone Broadcasting System ..... LOngacre 3-2221
Mutual Broadcasting System ..... PEnnsylvania 6-9600
National Broadcasting Co. ..... CIrcle 7-8300

Station Representatives

John Blair & Co. ..... MUrray Hill 9-6084
Blue Network Co. ..... CIrcle 7-5700
The Branham Co. ..... MUrray Hill 6-1860
British Broadcasting Corp. ..... CIrcle 7-0656
Burn-Smith Co. ..... MUrray Hill 2-3124
Capper Publications, Inc. ..... MOhawk 4-3900
Cox & Tanz ..... LExington 2-2450
The Foreman Co. ..... ELdorado 5-0174
Forjoe & Co. ..... VAnderbilt 6-5080
Free & Peters, Inc. ..... PLaza 5-4131
Headley-Reed Co. ..... MUrray Hill 3-5470
George P. Hollingberry Co. ..... MUrray Hill 3-9447
The Katz Agency ..... WIsconsin 7-8620
Joseph Hershey McGillvra ..... MUrray Hill 2-8755
J. P. McKinney ..... CIrcle 7-1178
National Broadcasting Co. ..... CIrcle 7-8300
John H. Perry Associates ..... Murray Hill 4-1647
Edward Petry & Co. ..... MUrray Hill 2-4400
Radio Advertising Corp. ..... MUrray Hill 2-2170
Radio Sales ..... WIckersham 2-2000
William G. Rambeau Co. ..... LExington 2-1820
Paul H. Raymer Co. ..... MUrray Hill 2-8689
Reynolds-Fitzgerald, Inc ..... ELdorado 5-7020
Sears & Ayer ..... LExington 2-0772
Spot Sales, Inc. ..... ELdorado 5-5040
The Walker Co. ..... MUrray Hill 2-0374
Weed & Co. ..... VAnderbilt 6-4542
Howard A. Wilson Co. ..... MUrray Hill 6-1230

Advertising Agencies

N. W. Ayer & Son, Inc. ..... CIrcle 6-0700
Badger & Browning & Hersey ..... CIrcle 7-3719
Ted Bates, Inc. ..... CIrcle 6-9700
Batten, Barton, Durstine & Osborn, Inc. ..... ELdorado 5-5800
Benton & Bowles, Inc. ..... WIckersham 2-0400
Bermingham, Castleman & Pierce, Inc. ..... LExington 2-7550
The Biow Co., Inc. ..... CIrcle 6-9300
Dancer-Fitzgerald-Sample ..... WIckersham 2-2700
Brooke, Smith, French & Dorrance, Inc. ..... MUrray Hill 6-1800
Franklin Bruck Advertising Corp. ..... CIrcle 7-7661
Buchanan & Co. ..... MEdallion 3-3380
Campbell-Ewald Co. of N. Y. ..... CIrcle 7-6383
The Caples Co. ..... LExington 2-0850
Compton Advertising Inc. ..... CIrcle 6-2800
D'Arcy Advertising Co. ..... PLaza 8-2600
Donahue & Coe, Inc. ..... COlumbus 5-4252
Doremus & Co. ..... REctor 2-1600
Sherman K. Ellis & Co. ..... PLaza 5-7711
Erwin, Wasey & Co. ..... MOhawk 4-8700
William Esty & Co. ..... CAledonia 5-1900
Federal Advertising Agency, Inc. ..... ELdorado 5-6400
Albert Frank-Guenther Law, Inc. ..... COrtland 7-5050
Foote, Cone & Belding ..... WIckersham 2-6600
Fuller & Smith & Ross, Inc. ..... MUrray Hill 6-5600
Gardner Advertising Co. ..... COlumbus 5-2000
Geyer, Cornell & Newell, Inc. ..... WIckersham 2-5400
Grant Advertising, Inc. ..... CIrcle 5-4485
M. H. Hackett, Inc. ..... CIrcle 6-1950
Charles W. Hoyt Co., Inc. ..... MUrray Hill 2-0350
Ivey & Ellington, Inc. ..... MUrray Hill 3-5680
H. W. Kastor & Sons Advertising Co. ..... COlumbus 5-6135
Joseph Katz Co. ..... WIckersham 2-2740
Kenyon & Eckhardt, Inc. ..... PLaza 3-0700
H. M. Kiesewetter Advertising Agency, Inc. ..... LExington 2-0025
Knox Reeves, Advertising, Inc. ..... MUrray Hill 4-3982
Arthur Kudner, Inc. ..... CIrcle 6-3200
Lambert & Feasley, Inc. ..... COlumbus 5-3721
Lennen & Mitchell, Inc. ..... MUrray Hill 2-9170
Marschalk & Pratt, Inc. ..... VAnderbilt 6-2022
J. M. Mathes, Inc. ..... LExington 2-7450
Maxon, Inc. ..... ELdorado 5-2930
McCann-Erickson, Inc. ..... CIrcle 5-7000
McKee & Albright ..... COlumbus 5-2058
C. L. Miller Co. ..... MUrray Hill 2-1010
Morse International, Inc. ..... LExington 2-6727
Newell-Emmett Co., Inc. ..... AShland 4-4900
Paris & Peart ..... CAledonia 5-9840
Peck Advertising Agency ..... PLaza 3-0900
Pedlar & Ryan & Lusk, Inc. ..... PLaza 5-1500
Charles Dallas Reach Co. ..... VAnderbilt 6-5924
Ruthrauff & Ryan, Inc. ..... MUrray Hill 6-6400
Redfield-Johnstone, Inc. ..... PLaza 3-6120
Stack-Gobble Advertising Co. ..... PLaza 3-7444
Street & Finney ..... BRyant 9-2400
J. Walter Thompson Co. ..... MOhawk 4-7700
Warwick & Legler ..... MUrray Hill 6-8585
Ward Wheelock Co. ..... PLaza 3-7120
Wm. H. Weinstraub & Co. ..... CIrcle 7-4282
Young & Rubicam, Inc. ..... AShland 4-8400

Publications

Advertising Age ..... BRyant 9-6431
Advertising & Selling ..... CAledonia 5-9770
The Billboard ..... MEdallion 3-1615
Broadcasting and Broadcasting Advertising ..... PLaza 5-8355
Metronome ..... CIrcle 7-4500
Printers' Ink ..... MUrray Hill 3-6500
Radio Advertising (Rates and Data) ..... LExington 2-6611
Radio Craft ..... REctor 2-9690
RADIO DAILY ..... WIsconsin 7-6336
Radio Retailing—Today ..... PLaza 3-1340
Radio & Television Weekly ..... WAlker 5-2576
Sales Management ..... MOhawk 4-1760
Standard Advertising Register ..... MEdallion 3-5850
Tide ..... AShland 4-3390

Tune-In ..... CIrcle 5-8425
Variety ..... BRyant 9-8153

News Agencies and Associations

Associated Press ..... CIrcle 6-4111
International News Service ..... MUrray Hill 2-0131
Press Association, Inc. ..... CIrcle 7-1357
Radio News Association ..... MUrray Hill 2-8198
Reuters ..... CIrcle 6-3960
Transradio Press Service, Inc. ..... MUrray Hill 2-4185
United Press ..... MUrray Hill 2-0400

Talent Agencies

James Appell ..... PLaza 3-7840
Batchelor Enterprises, Inc. ..... CIrcle 6-4224
Columbia Concerts Corp. ..... CIrcle 7-6900
Consolidated Radio Artists, Inc. ..... COlumbus 5-3580
Wallace Downey, Inc. ..... CIrcle 6-4684
Evans & Salter ..... CIrcle 7-6900
Fanchon & Marco ..... CIrcle 7-5630
Frederick Bros. Artists Corp ..... CIrcle 6-2144
Moe Gale ..... LOngacre 3-0350
General Amusement Corp. ..... CIrcle 7-7550
William Gernannt ..... VAnderbilt 6-1750
Hesse & McCaffrey ..... ELdorado 5-1076
Estella Karn ..... VAnderbilt 6-3860
Bob Kerr ..... CIrcle 7-5857
Mark Leddy ..... BRyant 9-1631
Ben B. Lipset, Inc. ..... CHickering 4-2466
A. & S. Lyons, Inc. ..... PLaza 3-5181
Management Corp. of America ..... WIckersham 2-8900
A. T. Michaud ..... CIrcle 5-7165
Mills Artists, Inc. ..... CIrcle 6-1566
William Morris Agency, Inc. ..... CIrcle 7-2160
Leo Morrison, Inc. ..... CIrcle 7-6413
Music Corporation of America ..... WIckersham 2 8900
National Concerts & Artists Corp. ..... PLaza 3-0820
James Peppe ..... PLaza 3-2536
Myron Selznick Co. of N. Y. ..... CIrcle 7-6200
Stix, Thos. L. ..... CIrcle 7-2690
Roy Wilson (Wilson, Powell & Hayward) ..... PLaza 5-5480
Ed Wolf & Associates ..... CIrcle 7-4885
Stan Zucker ..... PLaza 3-4677

Program Producers and Transcription and Recording Companies

Advertisers' Broadcasting Co. ..... BRyant 9-1176
Advertisers Recording Service ..... CIrcle 6-0141
Air Features, Inc. ..... WIckersham 2-0077
American Institute of Food Products ..... BOwling Green 9-9188
Arts Recording Studios & Recording Co. ..... PLaza 8-0407
Asch Recording Studios ..... BRyant 9-3137
Associated Music Publishers, Inc. ..... BRyant 9 0347
Audio-Scriptions, Inc. ..... CIrcle 7-7690
Basch Radio Productions ..... MUrray Hill 2-8877
Broadcasting Program Service ..... BRyant 9-4324
Ted Collins ..... CIrcle 7-0094
Columbia Recording Corp. ..... CIrcle 5-7300
Decca Records, Inc. ..... COlumbus 5-2300
Federal Transcribed Programs, Inc. ..... CAledonia 5-7530
Allen A. Funt Radio Productions ..... MUrray Hill 4-6148
General Sound Corp. ..... PLaza 3-3015
Wm. Gernannt ..... VAnderbilt 6-1750
H. S. Goodman ..... WIckersham 2-3338
Kent-Johnson, Inc. ..... PLaza 3-7246
Kermit-Raymond Corp. ..... ELdorado 5-5511
Langlois & Wentworth ..... ELdorado 5-1620
Phillips H. Lord, Inc. ..... WIckersham 2-2211
Charles Michelson ..... MUrray Hill 2-3376
Management Corp. of America ..... WIckersham 2-8900
Miller Broadcasting System, Inc. ..... CIrcle 6-0141
C. D. Morris Associates ..... PLaza 3-4144
Muzak Transcriptions, Inc. ..... BRyant 9-1246
NBC Radio-Recording Division ..... CIrcle 7-5700 Tr7-8916
Lilian Okun, Inc. ..... COlumbus 5 0600
Radio Events, Inc. ..... MUrray Hill 6-3487
RCA Manufacturing Co. ..... AShland 4-7605
Rockhill Radio Productions ..... ELdorado 5-1860
Bernard L. Schubert, Inc. ..... PLaza 3-4670
Henry Souvaine, Inc. ..... CIrcle 7-5666
Shafrer-Waible Radio Productions ..... ELdorado 5-2372
Standard Radio ..... BRyant 9-4324
Transamerican Broadcasting & Television Corp. ..... PLaza 5-9800
Transcribed Radio Shows, Inc. ..... LOngacre 5-3440
Tyro Productions ..... COlumbus 5-3737
Victor Recording Laboratory ..... MUrray Hill 4-6200
Roger White ..... MUrray Hill 2-0295
Wolf Associates ..... CIrcle 7-4885
World Broadcasting System ..... WIckersham 2-2100
F. W. Ziv, Inc. ..... PLaza 3-9612

Organizations, Unions and Government Agencies

Actors' Equity ..... BRyant 9-3550
Advertising Club ..... CAledonia 5-1810
Advertising Federation of America ..... BRyant 9-0430
Air Corps Public Relations ..... WHitehall 4-1600
American Association of Advertising Agencies ..... LExington 2-7980
American Communications Association ..... COrtlandt 7-3947
American Federation of Musicians Local 802 ..... CIrcle 7-6482
American Federation of Radio Artists ..... VAnderbilt 6-1810
American Newspaper Publishers Association ..... CAledonia 5-2000
Army U. S., Information Service ..... WOrth 2-1882
ASCAP ..... COlumbus 5-7464
American Television Society ..... CAledonia 5-7430
Associated Actors & Artistes of America ..... BRyant 9-3550
Association of National Advertisers ..... MUrray Hill 5-9167
Broadcast Music, Inc. ..... PEnnsylvania 6-5466
Bureau of Public Inquiries (OEM) ..... MUrray Hill 3-6300
Coordinator of Inter-American Affairs (Rockefeller Committee) ..... MUrray Hill 3-6805
Employment Service, U. S. ..... MUrray Hill 2-1530
Federal Communications Comm. ..... CAnal 6-4000
Federal Trade Commission ..... WHitehall 3-8000
Institute of Radio Engineers ..... MEdallion 3-5661
Music Publishers' Protective Association ..... CIrcle 6-3084
NAB—New York City ..... MUrray Hill 2-1963
National Association of Performing Artists ..... CIrcle 7-8194
National Independent Broadcasters ..... CIrcle 7-8300
National Labor Relations Board ..... HAnover 2-4174
National War Labor Board ..... MUrray Hill 3-6800
OWI Domestic Radio Bureau ..... MUrray Hill 3-6800
OWI Overseas ..... CIrcle 6-4400
Professional Music Men, Inc. ..... COlumbus 5-7362
Radio Club of America ..... LOngacre 5-6622
Radio Writers Guild ..... MUrray Hill 5-6930
Selective Service System ..... MUrray Hill 2-6900
SESAC ..... MUrray Hill 3-5365
Social Security Board ..... BRyant 9-0600
Society of Jewish Composers, Publishers and Song Writers ..... LOngacre 5-9124
Songwriters' Protective Association ..... COlumbus 5-3758
Television Broadcasters Ass'n, Inc. ..... LAckawanna 4-4788
U. S. Navy, Radio Section ..... BRyant 9-1710
War Manpower Comm. ..... CHickering 4-8800
War Production Board ..... MUrray Hill 3-6805
War Savings Staff ..... CIrcle 6-3100
Women's National Radio Committee ..... CIrcle 7-4110
Writers' War Board ..... MUrray Hill 3-6800

Hotels

Algonquin ..... MUrray Hill 2-0100
Ambassador ..... WIckersham 2-1000
Astor ..... CIrcle 6-6000
Biltmore ..... MUrray Hill 9-7920
Commodore ..... MUrray Hill 6-6000
Edison ..... CIrcle 6-5000
Lincoln ..... CIrcle 6-4500
Lombardy ..... PLaza 3-8600
New Yorker ..... MEdallion 3-1000
New Weston ..... PLaza 3-4800
Park Central ..... CIrcle 7-8000
Pennsylvania ..... PEnnsylvania 6-5000
Plaza ..... PLaza 3-1740
Ritz Carlton ..... PLaza 3-4600
Ritz Tower ..... WIckersham 2-5000
Roosevelt ..... MUrray Hill 6-9200
St. Moritz ..... WIckersham 2-5800
St. Regis ..... PLaza 3-4500
Savoy Plaza ..... VOlunteer 5-2600
Sherry Netherland ..... VOlunteer 5-2800
Vanderbilt ..... AShland 4-4000
Waldorf-Astoria ..... ELdorado 5-3000
Warwick ..... CIrcle 7-2700

IMPORTANT RADIO Telephone Numbers in LOS ANGELES

Radio Stations

KECA	FAirfax 2121
KFAC	FItzroy 1231
KFI	FAirfax 2121
KFOX	MUtual 2510
KFVD	DRexel 2391
KFWB	HEmpstead 5151
KGER	MAdison 2551
KGFJ	PRospect 2434
KHJ	HOllywood 8111
KIEV	CItrus 1-1133
KMPC	BRadshaw 2-4411
KMTR	HIllside 1161
KNX	HOllywood 1212
KPAS (Pasadena)	RYan 1-6991
KRKD	TUcker 7111
KWKW (Pasadena)	RYan 1-6744
XELO (L. A. Office)	MAdison 6272
XEMO-XERB (L. A. Office)	PRospect 9136

Networks

Blue Network Co.	HIllside 8231
Columbia Broadcasting System	HOllywood 1212
Between 10 P.M. and 8:30 A.M.	HOllywood 7052
Don Lee Broadcasting System	HOllywood 8111
Inter-California Broadcasting System	MUtual 2759
Keystone Broadcasting System	HEmpstead 0460
L. A. Broadcasting Co.	FItzroy 1231
Mutual Broadcasting System	HOllywood 8111
National Broadcasting Co.	HOllywood 6161

Station Representatives

Walter Biddick Co.	RIchmond 6184
Free & Peters, Inc.	GLadstone 3949
Homer Griffith Co.	GRanite 1726
George P. Hollinbery Co.	VAN Dyke 7386
Joseph Hershey McGillvra	PRospect 5319
Edward Petry & Co.	MIchigan 8729
Ralph L. Power	MAdison 5617
Radio Advertising Corp.	VAn Dyke 1901
Radio Sales	HOllywood 1212
William G. Rambeau Co.	GRanite 3636
Paul H. Raymer Co.	VAndike 1901
Howard H. Wilson Co.	GRanite 1726
Weed & Co.	HIllside 8611

Advertising Agencies

Alber R. H. Company	PRospect 3331
Batten, Barton, Durstine & Osborn	HOllywood 7337
Benton & Bowles Inc.	HIllside 9151
The Biow Co.	HEmpstead 2377
Dancer-Fitzgerald-Sample	HEmpstead 0716
Botsford, Constantine & Gardner	MIchigan 1427
Brisacher, Davis & Staff	PRospect 9368
Buchanan & Company, Inc.	MUtual 6316
The Caples Co.	MUtual 4143
Compton Agency	HOllywood 8301
Erwin, Wasey & Company	PRospect 5317
Foote, Cone & Belding	MIchigan 7651
Foote, Cone & Belding (Hollywood)	HOllywood 6265
Glasser-Gailey & Co.	FItzroy 2141
Hillman-Shane-Breyer, Inc.	VAn Dyke 5111
Hixson-O'Donnell Advertising	MUtual 8331
Jaffe & Jaffe	FItzroy 3104
W. C. Jeffries Co.	WAlnut 8824
Katz Agency	TUcker 3219
William L. Lawrence	HEmpstead 9276
The Mayers Co.	PRospect 0101
McCann-Erickson Inc.	MUtual 2141
McKee & Albright, Inc.	HOllywood 8363
Miner, Dan B.	RIchmond 3101
Morgan, Raymond R. Co.	HEmpstead 4194
Needham, Louis & Brorby	GRanite 7186
Elwood J. Robinson Adv. Agy.	MUtual 1142
Ruthrauff & Ryan Inc.	HIllside 7593
Schoits Advertising Service	MIchigan 2396
Russel M. Seeds Co.	GRanite 4185
Barton A. Stebbins Advertising Agency	TRinity 8821
Thompson, J. Walter Co.	HIllside 7241
R. W. Webster	TRinity 2153
Ward Wheelock Co.	HIllside 0191
Warwick-Legler	HEmpstead 8163
Weinberg, Milton, Advertising Co.	TUcker 4111
Young & Rubicam, Inc.	HOllywood 2734

Program Producers and Transcription and Recording Companies

Allied Record Mfg. Co.	HOllywood 5107
Walter Biddick Co.	RIchmond 6184
Blue Network	HIllside 8231
Columbia Recording Corp.	GRanite 4134
Columbia Pacific Network	HOllywood 1212
Cruger Radio Productions	HEmpstead 8254
Patrick Michael Cunning	HIllside 5915
Decca Recording Division	HOllywood 5191
Eccles Disc Recordings	HIllside 8351
Electro-Vox Recording Studios	GLadstone 2189
Grace Gibson	HIllside 2030
Hispano Broadcasting Co.	MIchigan 4433
Hollywood Music Recording Studios	CRestview 6-7335
International Artists, Inc.	HOllywood 9718
International Recording Studio	HOllywood 7391
Keystone Broadcasting System, Inc.	HEmpstead 0460
C. P. MacGregor	FItzroy 4191
Haven MacQuarrie	CRestview 6-7162
Jack Parker	GRanite 7534
Ralph L. Power	MAdison 5617
Raymond R. Morgan Co.	HEmpstead 4194
Music City Glenn Wallichs	HOllywood 8211
Music Corporation of America	BRadshaw 2-3211
NBC Radio-Recording Division	HOllywood 6161
Radio Producers of Hollywood	HOllywood 6506
Radio Recorders, Inc.	HOllywood 3917
James L. Saphier	HOllywood 7211
Radio Transcriptions Co. of America	HOllywood 6928
RCA Manufacturing Co.	HIllside 5171
Rec-Art Studios	PRospect 9232
Edward Sloman Productions	CRestview 1-2242
Standard Radio, Inc.	HIllside 0188
World Broadcasting System	HOllywood 6321

Radio Artists Agencies

American Federation of Radio Artists...HIllside 5121
Berg-Allenberg .....CRestview 6-3131
Myrt Blum Associates.....CRestview 6-7071
Consolidated Radio Service.....GLadstone 1929
Everett N. Crosby, Ltd.....CRestview 1-1171
Ken Dolan & Co.....CRestview 1-9185
Margaret Ettinger .....HIllside 2141
Feldman-Blum .....CRestview 1-5222
Tom Fizdale, Inc.....HOllywood 7363
Earle Ferris Associates.....HOllywood 7111
George Frank, Inc.....HIllside 3188
General Amusement Corp.....CRestview 1-8101
Nat Goldstone.....CRestview 6-1071
George Gruskin.....CRestview 1-6161
Mitchell Hamilburg.....BRighton 0-4546
Hayward-Deverich, Inc.....CRestview 1-5151
M. C. Levee.....GLadstone 3115
A. & S. Lyons, Inc.....CRestview 1-6131
Morris Agency, William.....CRestview 1-6761
MCA Artists, Ltd.....Crestview 6-2001
National Concert & Artists Corp...CRestview 1-7121
Orsatti Agcy .....CRestview 6-1008
Art Rush .....CRestview 1-2165
Salkow Agcy. .....CRestview 1-9134
James Saphier .....HOllywood 7211
Myron Selznick & Co., Inc.....CRestview 1-9171
Edward Sherman Agcy.....CRestview 5-0186

Publications

Broadcasting & Broadcast Advertising .....GLadstone 7353

RADIO DAILY.....GRanite 6607

Radio Life .....HEmpstead 2025
Variety .....Hollywood 1141

Air Lines

American Airlines.....TRinity 7251
Grand Central Air Terminal.....CHapman 5-1222
Los Angeles Municipal Airport.....ORchard 7-6171
Pan American Airways.....MIchigan 2121
TWA .....MIchigan 8881
Union Air Terminal.....STanley 7-2161
United Air Lines.....MAdison 1212
Western Air Lines.....TUcker 1551

Sport Arenas

American Legion (Stadium-Hollywood) .....HOllywood 2951
Los Angeles Coliseum .....Richmond 6391
Gilmore Stadium .....WHitney 1163

Railway Terminals

Santa Fe .....MUtual 0111
Southern Pacific .....MIchigan 6161
Union Pacific .....TRinity 9211

Hotels

Ambassador Hotel .....DRexel 7011
Beverly Hills Hotel.....CRestview 1-8131
Beverly-Wilshire Hotel.....CRestview 6-7111
Biltmore Hotel .....MIchigan 1011
Christie Hotel .....HOllywood 2241
Garden of Allah Hotel.....HOllywood 3581
Hollywood Hotel .....HEmpstead 4181
Hollywood Knickerbocker .....GLadstone 3171
Hollywood Plaza Hotel .....GLadstone 1131
Ravenswood Apt. Hotel.....HOllywood 5391
Roosevelt Hotel .....HOllywood 2442
The Town House .....EXposition 1234

IMPORTANT RADIO AND GOVERNMENT TELEPHONE NUMBERS IN

Washington, D. C.

Federal Departments and Agencies

White House .....NAtional 1414
State Department.....REpublic 5600
Treasury Department .....NAtional 6400
War Department.....REpublic 6700
Justice Department.....REpublic 8200
Post Office Department .....DIstrict 5360
Navy Department.....REpublic 7400
Interior Department (Office of Education).....REpublic 1820
Agriculture Department .....REpublic 4142
Commerce Department .....DIstrict 2200
Labor Department.....EXecutive 2420
Federal Trade Commission.....EXecutive 6800
FEDERAL COMMUNCATIONS COMMISSION .....EXecutive 3620
Selective Service Board.....REpublic 5500
War Manpower Commission.....EXecutive 4660
War Production Board.....REpublic 7500
War Labor Board.....REpublic 7500
War Savings Staff, Radio Section.....EXecutive 6400
Board of Economic Warfare.....EXecutive 7030
Securities & Exchange Commission.....DIstrict 3633
National Labor Relations Board.....NAtional 9716
Wage & Hour Administration.....EXecutive 2420
Social Security Board.....REpublic 6500
Supreme Court of the U.S.....EXecutive 1640
D. C. Court of Appeals.....REpublic 3811
Coordinator of Inter-American Affairs..REpublic 7500
U. S. District Court (for D. C.).....DIstrict 2854
Capitol (Senate and House) .....NAtional 3120
Radio Script & Transcription Exchange, Extension 2225, ...REpublic 1820
Bureau of Census.....DIstrict 2700
Office of Censorship, (J. E. Fetzer)...EXecutive 3800
Office of Emergency Management.....REpublic 7500
Office of Civilian Defense.....REpublic 7500
Office of Price Administration.....REpublic 7500
Office of War Information.....REpublic 7500

Non-Governmental

American Red Cross.....REpublic 8300
Clear Channel Group.....REpublic 3306
FM Broadcasters, Inc.....NAtional 1199
National Asscciation of Broadcasters...NAtional 2080
National Press Club.....REpublic 2500
Radio Correspondents' Galleries.....NAtional 3120
RADIO DAILY.....TAylor 0882
Radio Manufacturers' Association.....NAtional 4901

Radio Stations

WINX .....REpublic 8000
WISV .....METropolitan 3200
WMAL .....NAtional 5400
WOL .....METropolitan 0010
WRC .....REpublic 4000
WWDC .....NAtional 7203

Hotels

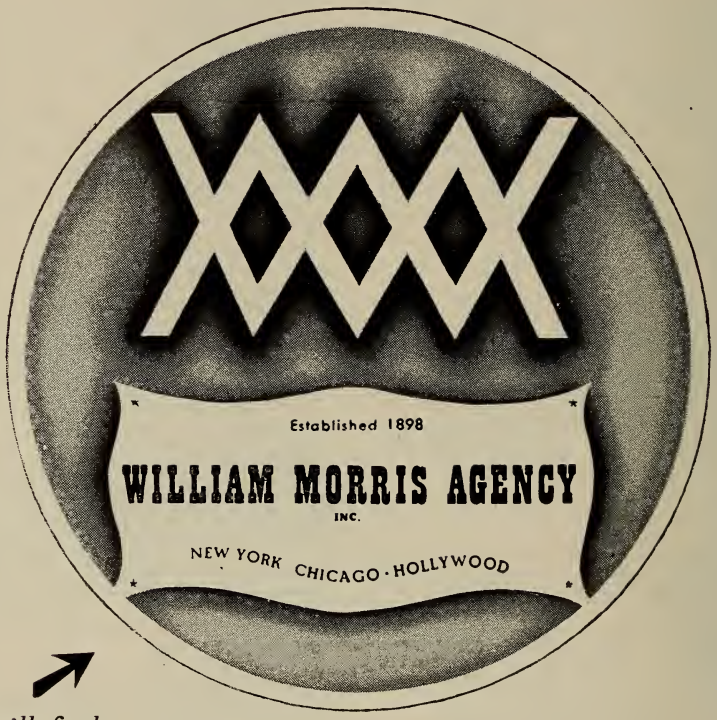
Carleton Hotel .....METropolitan 2626
Mayflower Hotel .....DIstrict 3000
Raleigh Hotel .....NAtional 3810
Shoreham Hotel .....ADams 0700
Wardman Park Hotel.....COlumbia 2000
Willard Hotel .....NAtional 4420

News Services

Associated Press .....DIstrict 1500
International News Service.....NAtional 1733
Transradio Press .....NAtional 1178
United Press.....EXecutive 3430

Railway Terminals

Baltimore & Ohio R. R.....EXecutive 0770
Pennsylvania R. R.....EXecutive 6600
Union Station .....EXecutive 7900



You'll find this label on the best transcriptions and jingles!

IMPORTANT RADIO Telephone Numbers in CHICAGO

Radio Stations

KSTP (Chicago office) ..... SUperior 8659
WAAF ..... RANdolph 1932
WAIT ..... FRAnklin 0560
WBBM ..... WHItehall 6000
WCAU (Chicago office) ..... SUperior 5072
WCBD ..... SEEly 8066
WCFL ..... SUperior 5300
WCRW ..... LINcoln 2188
WEDC ..... CRAwford 4100
WENR ..... DELaware 1900
WGES ..... SEEly 8066
WGN ..... SUperior 0100
WHFC ..... LAWndale 8228
WHN (Chicago office) ..... RANdolph 5254
WHIP ..... DEArborn 8600
WIND (Chicago office) ..... STAte 4176
WJJD ..... STAte 5465
WLS ..... MONroe 9700
WLW (Chicago office) ..... STAte 0366
WMAQ ..... SUperior 8300
WMBI ..... MIChigan 1570
WMCA (Chicago office) ..... SUperior 5072
WOR (Chicago office) ..... SUperior 5100
WSBC ..... SEEly 8066
W51C ..... STAte 1357

National Networks

Blue Network Co. ..... DELaware 1900
Columbia Broadcasting System ..... WHItehall 6000
Keystone Broadcasting System ..... STate 4590
Mutual Broadcasting System ..... WHItehall 5060
National Broadcasting Co. ..... SUperior 8300

Station Representatives

John Blair & Co. ..... SUperior 8659
The Branham Co. ..... CENtral 5726
Burn-Smith Co. ..... CENtral 4290
Capper Publications ..... CENtral 5977
Cox & Tanz ..... FRAnklin 2095
The Foreman Co. ..... DELaware 1869
Forjoe Co. ..... RANdolph 6225
Free & Peters ..... FRAnklin 6373
Headley-Reed Co. ..... FRAnklin 4686
George P. Hollingbery ..... STAte 2893
Hal Holman Co. ..... RANdolph 6225
The Katz Agency ..... CENtral 4238
Joseph Hershey McGillvra ..... SUperior 3444
J. P. McKinney & Son ..... SUperior 9366
National Broadcasting Co. ..... SUperior 8300
John E. Pearson Co. ..... FRAnklin 2359
John H. Perry Associates ..... HARrison 8085
Edward Petry & Co. ..... DELaware 8600
Radio Sales ..... WHItehall 6000
Radio Advertising Corp. ..... CENtral 1743
William G. Rambeau Co. ..... ANDover 5566
Paul H. Raymer Co. ..... SUperior 4473
Reynolds-Fitzgerald, Inc. ..... STAte 4294
Sears & Ayer ..... SUperior 8177
Spot Sales, Inc. ..... FRAnklin 8520
The Walker Co. ..... STAte 5262
Weed & Co. ..... RANdolph 7730
Howard H. Wilson Co. ..... CENtral 8744

Advertising Agencies

Aubrey, Moore & Wallace Inc. ..... RANdolph 0330
N. W. Ayer & Son, Inc. ..... RANdolph 3456
Batten, Barton, Durstine & Osborn, Inc. ..... SUperior 9200
Dancer-Fitzgerald-Sample ..... DEAborn 0900
Buchanan & Co. ..... DELaware 5522
Leo Burnett Co. ..... CENtral 5959
Campbell-Ewald Co. ..... CENtral 1946
The Caples Co. ..... SUperior 6016
Critchfield & Co. ..... SUperior 3061
Doremus & Co. ..... CENtral 9132
Sherman K. Ellis & Co. ..... HARrison 8612
Erwin, Wasey & Co., Ltd. ..... RANdolph 4952
Albert Frank-Guenther Law, Inc. ..... DEArborn 8910
Foote, Cone & Belding ..... SUperior 4800
Goodkind, Joice & Morgan ..... SUperior 6747
Grant Advertising, Inc. ..... SUperior 9052
Henri, Hurst & McDonald, Inc. ..... SUperior 3000
H. W. Kastor Advertising Co., Inc. ..... CENtral 5331
W. E. Long Co. ..... RANdolph 4606
MacFarland, Aveyard & Co. ..... RANdolph 9360
Maxon, Inc. ..... DELaware 3536
McCann-Erickson, Inc. ..... WEBster 3701
McJunkin Advertising Co. ..... STAte 5060
C. L. Miller Co. ..... CENtral 1640
Mitchell-Faust Advertising Co. ..... STAte 6610
Needham, Louis, & Brorby ..... STAte 5151
Presba, Fellers & Presba ..... CENtral 7683
L. W. Ramsey Co. ..... FRAnklin 8155
Roche, Williams & Cunnyngham ..... HARrison 8490
Ruthrauff & Ryan, Inc. ..... FRAnklin 0485
Schwimmer & Scott ..... DEArborn 1815
Russell M. Seeds Co. ..... DELaware 1045
Sherman & Marquette, Inc. ..... DELaware 8000
J. Walter Thompson Co. ..... SUperior 0303
Wade Advertising Agency ..... STAte 7369
Weston-Barnett ..... WHItehall 7725
Young & Rubicam, Inc. ..... CENtral 9389

Program Producers and Transcription and Recording Companies

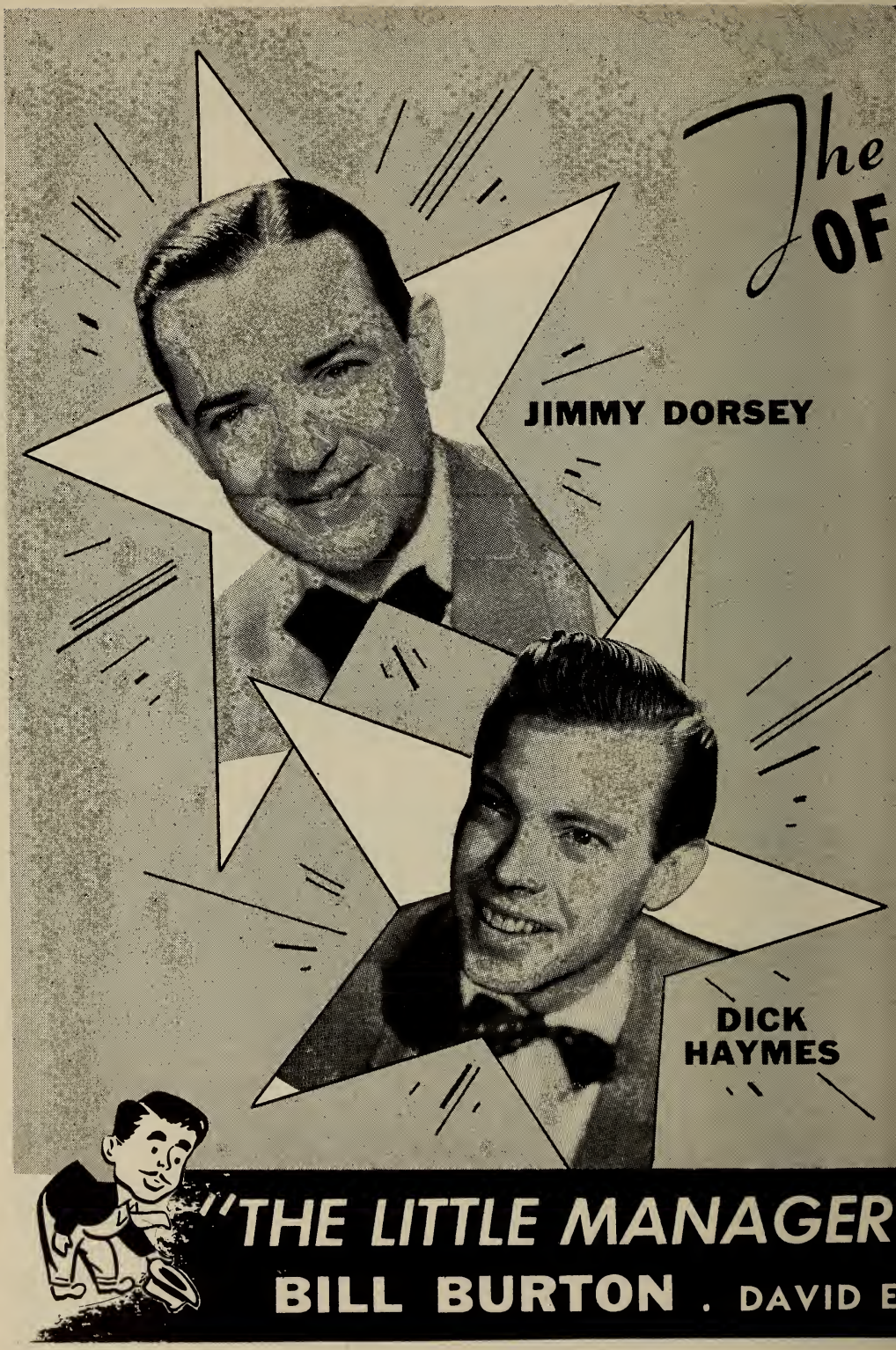
Chicago Recording Co. ..... CENtral 5275
Columbia Recording Corp. ..... WHItehall 6000
Decca Records, Inc. ..... DELaware 8300
Estelle Lutz Artists Bureau ..... HARrison 3435
William Morris Agency, Inc. ..... STAte 3632
Music Corporation of America ..... DELaware 1100
NBC Radio Recording Division ..... SUperior 8300
James Parks Co. ..... CENtral 7680
RCA Manufacturing Co. ..... WHItehall 4600
Radio Recording Studios ..... EDGewater 6461
Standard Radio, Inc. ..... STAte 3153
Carl Wester & Co. ..... RANdolph 6922
World Broadcasting System ..... SUperior 9114

News Agencies and Associations

Associated Press ..... STAte 7700
International News Service ..... ANDover 1234
RADIO DAILY ..... OAKland 4545
Press Association, Inc. ..... STAte 4581
Transradio Press Service ..... STAte 8091
United Press ..... RANdolph 3666

Organizations and Unions

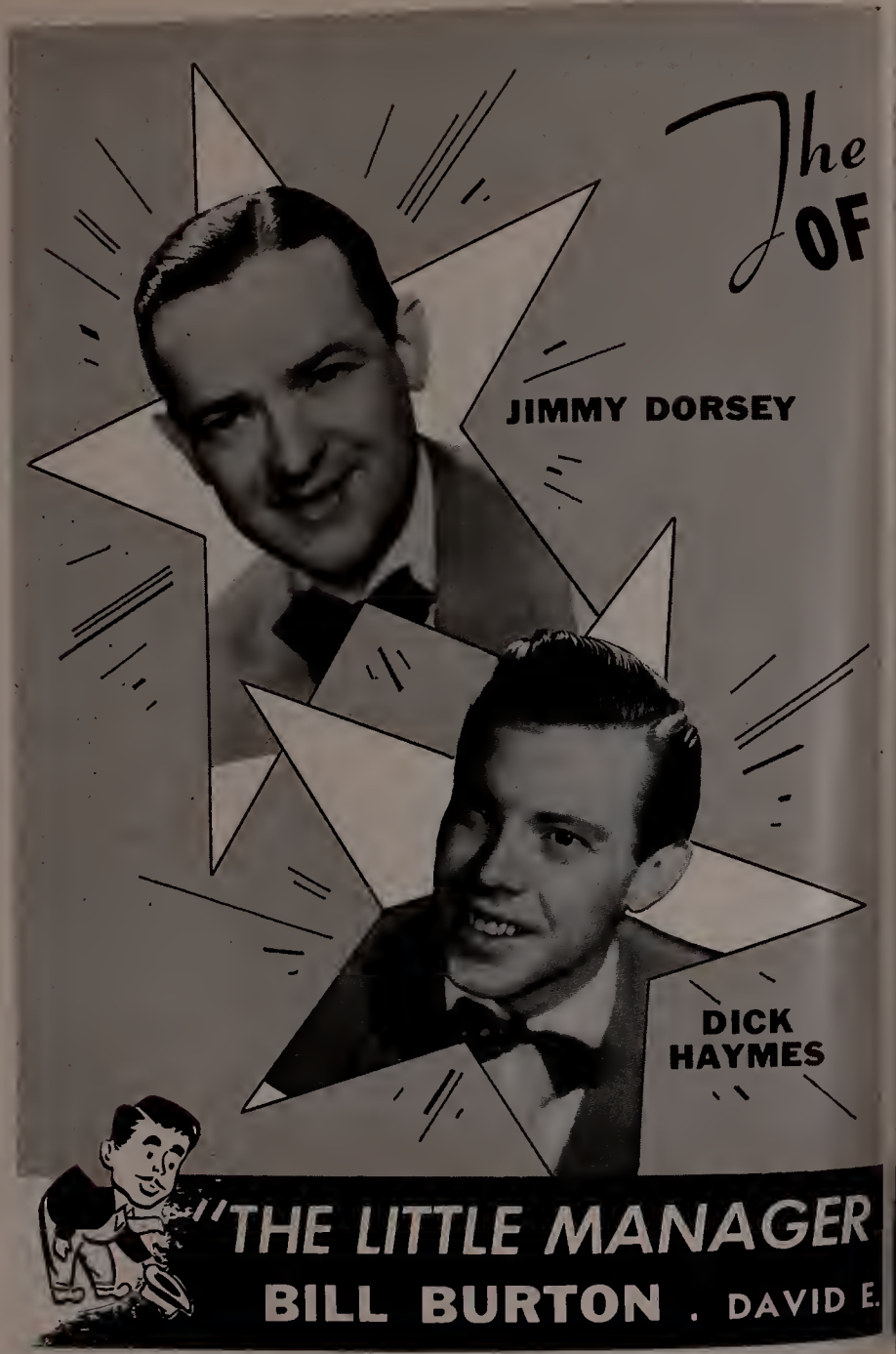
American Federation of Musicians ..... STAte 0063
American Federation of Radio Artists ..... SUperior 6517
Ascap ..... STAte 8289
Association For Education By Radio ..... DEArborn 7801
Radio Council ..... DEArborn 7801


The
OF
JIMMY DORSEY
DICK
HAYMES
"THE LITTLE MANAGER
BILL BURTON . DAVID E



OF BIG PEOPLE"

OULD, *Associate* • 1270—6th AVENUE. NEW YORK CITY


The FAMILY OF STARS
JIMMY DORSEY
DICK HAYMES
"THE LITTLE MANAGER OF BIG PEOPLE"
BILL BURTON . DAVID E. GOULD, Associate . 1270—6th AVENUE, NEW YORK CITY


HELEN FORREST
EXCLUSIVE REPRESENTATIVES FOR THE
DAMON RUNYON PLAYERS
PRODUCED BY DAMON RUNYON

A. & S. LYONS INC.

Managers
of
Distinguished
Artists

RADIO • STAGE • SCREEN • TELEVISION

Producers
of
Complete Radio Programs
for

ADVERTISING AGENCIES AND THEIR CLIENTS

NEW YORK
515 Madison Ave.
PLaza 3-5181

CALIFORNIA
356 North Camden Drive
Beverly Hills
Crestview 1-6131

ARMED FORCES RADIO SERVICE

By Lt. Col. Thomas A. H. Lewis
Commanding AFRS

STRETCHING across the world is an American radio network which outrivals the dreams of those who foresaw great broadcasting networks crossing and recrossing America. It belongs to the United States, and is operated by the Armed Forces Radio Service for the benefit of men and women in every branch of the armed forces and for their Allies. The AFRS is a Section of the Morale Services Division of the Army.

It was in May, 1942, that I was asked to set up the AFRS. Army officials recognized the need for radio, they knew that through its use it would be possible to educate, inform and orient men overseas by means of special events, news and entertainment. They knew, too, that radio would link men in Alaska, or Australia—on the high seas, beachheads or in jungles—with the homes for which they were fighting.

The initial production of the Armed Forces Radio Service was "Mail Call," a morale-building half hour which brought famed performers to the microphone to sing and gag in the best American manner, and in quick succession other shows were added until, today,—the AFRS is sending out 42 hours a week,—exclusive of news, and such special events as a Rose Bowl game, or a Christmas greeting from the President of the United States.

Highly Skilled Aides

But it was not just a matter of gathering together a group of skilled highly successful officers and enlisted men capable of producing big time radio. As the commanding officer of the AFRS I was able, through Army channels, to obtain the services of such men as Major True Boardman, Major Mann Holliner, Captain Tom McKnight,—also Sergeants Jerry Lawrence, Bill Danch, and Richard Hall, Corporal Bob Welch and Private First Class Bill Morrow,—men who had helped write or produce shows for Bob Hope, Jack Benny, Fibber McGee and Molly, Silver Theatre—and the other "top" broadcasts.

The services of Major Meredith Willson were obtained to head the Music Section, while Major Irving Fogel, and Captains Carter Hermann and Martin Work undertook the more technical problems or transcription and distribution.

Too, through the Hollywood Victory Committee it was possible to ask for the gratis services of the greatest stars in the radio, motion pictures and theatre world. Bob Hope said—"Sure, any time," Crosby echoed that sentiment, Judy Garland and Dinah Shore, Fibber McGee and Molly, Kay Kyser, Ginny Simms, Lena Horne, Carmen Miranda, Rochester and Charlie McCarthy—the list of talent includes everybody—or so close to everybody that the few who haven't been anxious to do their share aren't missed. The name bands, all of them, have been willing to throw their stuff into the groove any time, and men and women from the concert and opera field, Iturbi, Menuhin, John Charles Thomas and the rest, have spent hours recording material that could be retranscribed for such shows as "Great Music," or perhaps "Music for Sunday."

"Denatured" Commercials

In addition to the 14 hours of specially produced Army shows the Armed Forces Radio Service releases 28 hours of "denatured" commercial shows chosen from the country's top-ranking broadcasts. The best radio entertainment in the world is produced by American commercial radio, and listening to the same type of show they heard when they lived on Main Street supplies men overseas with a tie that keeps them always conscious of the home and home land for which they are fighting. These de-commercialized programs are a gracious contribution from sponsors who allowed the advertising to be cut and the show retranscribed, also from the writer, musicians and players.

So much for the 106 programs that go

overseas each week. The specially written AFRS shows subtly educate, inform and orient; the de-commercialized help build morale,—but all of them entertain. Those who command the Armed Forces Radio Service are well aware that radio has to be entertaining—or men either swing the dial to something else or snap it off.

Music Libraries Shipped

Another service which has been developed by the Program Section of the AFRS is the basic music library which is shipped to each station, and to which new recordings are added each month. There is also a script service, and this, with the music library as a background, allows men overseas to build their own local shows.

The building of suitable AFRS programs was not "easy," but it was simple when compared with the problem of distribution.

The first channel considered was short-wave, and it was realized at once, that all programs would have to be transcribed.

The very first casual survey showed that facilities for producing AFRS transcriptions were inadequate. The industry was concentrated in three cities, and pretty much limited to spot recordings, and an occasional recorded commercial series, generally supplementing a "live" program produced by a major advertiser on a network. An order of one or two thousand transcriptions was "very big," yet it was visioned, at once, that the AFRS might be sending twenty or thirty thousand transcriptions a month.

Production Up 500 Per Cent

But in spite of the fact that there were not enough materials, and that manpower for the job was lacking, the industry set to work, and between January and December, 1943, the number of radio transcriptions produced by the AFRS increased 500 per cent. Last year, 218,557 transcriptions were manufactured, and distributed to over 300 outlets in 47 countries.

In the beginning these transcriptions were sent to men overseas by means of short-wave, but it soon became apparent that this would not reach all service men and women. Too, when the AFRS was first started, there were no regular "time blocks" available. Since then, starting in December, 1943, the Armed Forces Radio Service has been granted regular short-wave time blocks, and is broadcasting on regular schedule, so that men in specific areas can look forward to hearing programs at specific times. This service not only beams the 42 hours of AFRS transcribed programs, but voices Army news at regular times, also sportcasts and special events.

Int'l ET "Network"

Side by side with short-wave the AFRS has developed an international transcription "network" made up of local radio stations. Negotiations were concluded for the use of time on 59 foreign government and commercial stations located, among other places, in Australia, New Zealand, Alaska, the Middle East, China, India and South Africa. Too, because the need for them was so apparent, the AFRS secured the approval and the funds necessary to erect American Expeditionary Stations overseas. In March, 1943, a thousand watt transmitter went into operation in Casablanca, and shortly after stations were installed in Northern Africa, then Sicily, and, six days after its capture, in Naples. From this start the American Expeditionary Stations have spread across the world. Some are small, of the 50 watt variety, and there is one of 5,000 watts. The 50 watt transmitters are portable, can be packed into five suit cases, and moved up with the troops.

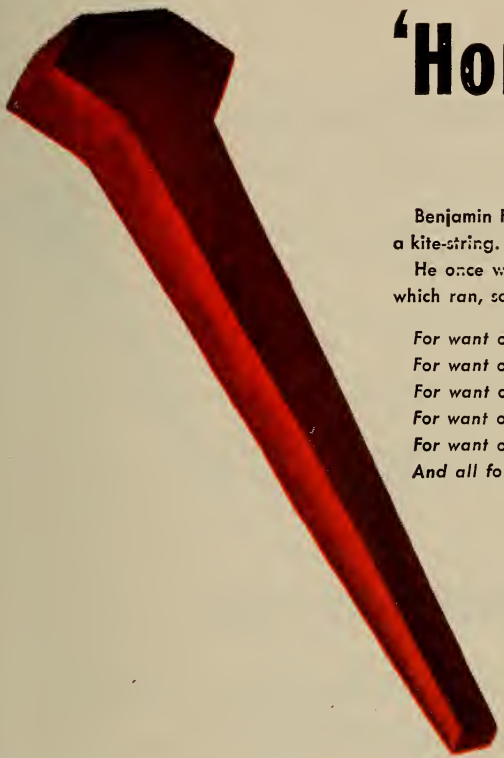
Still another type of AFRS installation is the "sound systems" which have been placed at isolated posts where men are on duty. These "sound installations" are wired units with turntables and sound outlets.

In order to facilitate the shipping of the weekly 42 hours of recordings, overseas stations have been arranged in circuits, of from three to five stations. A week is allowed for the playing of the records, a week for them to travel via air to the next. When the circuit is completed the records are either kept as a backlog, or given to the Navy for use on submarines or surface ships.

Steady Progress

The progress of the Armed Forces Radio Service has been steady. At this time, 37,400 transcriptions are being broadcast each month over 67 American Expeditionary Stations; 140 foreign government and commercial stations; 121 sound systems, and on troop transports and hospital ships. Exclusive of the 515 hours of shortwave broadcasting, the AFRS overseas radio schedule totals nearly 2,500 broadcast hours each week.

What the broadcasts sent out by the AFRS mean to men and women overseas can be imagined. To a fellow who has spent months guarding an outpost in the South Seas, Iceland or Africa a cheery greeting from a favorite comedian, a song hit direct from Broadway, or the beating rhythm of a hot band, mean a tie with the home to which he hopes soon to return.



'Horseshoe nails'

Benjamin Franklin drew lightning from heaven down a kite-string. He also wrote common sense.

He once wrote (in Poor Richard's Almanac) a jingle, which ran, somewhat prophetically, as follows:

For want of a nail the shoe was lost,
For want of a shoe the horse was lost,
For want of a horse the rider was lost,
For want of a rider the battle was lost,
For want of a battle the kingdom was lost—
And all for the want of a horseshoe nail.

1944

Victories are made only by battles.

Battles are made only by soldiers and sailors with food and equipment.

Food and equipment are produced only by men and women civilians with a common understanding of the fact that neither victories nor battles can be won without food and equipment for the soldiers and sailors, and a fixed and uniform loyalty to those men.

That common loyalty is made up wholly of individuals who accept and pursue ideas.

Ideas are most swiftly, widely and penetratingly dispensed by radio (or lightning from heaven)



and.....

Since December 7, 1941, when it became apparent that we might not even survive, let alone win a victory, radio has broadcast those ideas, in the following tempo:

In the first two years of war (December 7, 1941 to December 7, 1943) a single American radio network (CBS) broadcast the following "horseshoe nails:"



OF WAR PROGRAMS 14,759:

of these 8,404 were volunteered by the American business enterprises who advertise their goods and services on the CBS air, and 6,355 were volunteered by the network itself.



OF WAR ANNOUNCEMENTS 6,410:

of these 1,699 were volunteered by the network, and 4,711 were broadcast on the time and at the whole expense of CBS advertisers.

OF WAR NEWS BROADCASTS 11,053:

of these, 6,212 were the objective public-information service of the network, and 4,841 were equally objective CBS News originations sponsored by advertisers.

THE TOTAL of this CBS War Broadcasting is pretty formidable. It adds up to 5,699 hours. It adds up to 41% of the total of network operating hours. The whole dollar-and-manpower cost of this effort was a voluntary contribution by American industry through CBS to the single major objective that lies still before us all.

Through 1944 this tempo will not be relaxed.

And whenever peace comes, there will be plenty of new horseshoe nails for the plowhorse, as there have been for the charger.



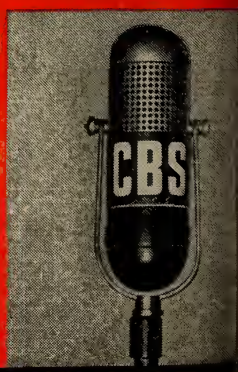


. . . . . AND THESE ARE THE STATIONS THAT DROVE THE NAILS:

WADC . . . . . Akron, Ohio
WGPC . . . . . Albany, Ga.
WOKO . . . . . Albany, N.Y.
KGGM . Albuquerque, N.M.
WAIM . . . . . Anderson, S.C.
WWNC . . . . Asheville, N.C.
WGST . . . . . Atlanta, Ga.
WBAB . . Atlantic City, N.J.
WRDW . . . . . Augusta, Ga.
KTBC . . . . . Austin, Tex.
WCAO . . . . Baltimore, Md.
WABI . . . . . Bangor, Me.
WJLS . . . . . Beckley, W. Va.
WNBF . . Binghamton, N.Y.
WAPI . . . Birmingham, Ala.
WEEI . . . . . Boston, Mass.
WKBW . . . . . Buffalo, N.Y.
WCAX . . . . . Burlington, Vt.
WMT . Cedar Rapids, Iowa
WDWS . . . Champaign, Ill.
WCSC . . . . Charleston, S.C.
WCHS . Charleston, W. Va.
WBT . . . . . Charlotte, N.C.
WDOD Chattanooga, Tenn.
WBBM . . . . . Chicago, Ill.
WCKY . . . Cincinnati, Ohio
WGAR . . . Cleveland, Ohio
KVOR . Colorado Springs, Colo.
WRBL . . . . . Columbus, Ga.
WBNS . . . . Columbus, Ohio
KEYS . . Corpus Christi, Tex
KRLD . . . . . Dallas, Tex.
WDAN . . . . . Danville, Ill.
WHIO . . . . . Dayton, Ohio
WSOY . . . . . Decatur, Ill.
KLZ . . . . . Denver, Colo.
KRNT . . . Des Moines, Iowa
WJR . . . . . Detroit, Mich.
WCED . . . . . Du Bois, Pa.
KDAL . . . . . Duluth, Minn.
WDNC . . . . . Durham, N. C.
KROD . . . . . El Paso, Tex.
WERC . . . . . Erie, Pa.
WEOA . . . . Evansville, Ind.
WMMN . . Fairmont, W. Va.
WAAC . . . . Fort Myers, Fla.
WFMD . . . . Frederick, Md.
KARM . . . . . Fresno, Cal.

KILO . . . Grand Forks, N.D.
KFBB . . . Great Falls, Mont.
WTAQ . . . Green Bay, Wisc.
WBIG . . . Greensboro, N.C.
KGBS . . . . . Harlingen, Tex.
WHP . . . . . Harrisburg, Pa.
WDRC . . . . Hartford, Conn.
KHBC . . . . . Hilo
KGMB . . . . . Honolulu
WHOP . . Hopkinsville, Ky.
KTRH . . . . . Houston, Tex.
WFBM . . Indianapolis, Ind.
WHCU . . . . . Ithaca, N.Y.
WMBR . . Jacksonville, Fla.
WKZO . Kalamazoo-Grand Rapids, Mich.
KMBC . . . . Kansas City, Mo.
WKNE . . . . . Keene, N.H.
KNOX . . . Knoxville, Tenn.
WLAW . . . Lawrence, Mass.
KFAB . . . . . Lincoln, Neb.
KLRA . . . . . Little Rock, Ark.
KNX . . . . Los Angeles, Cal.
WHAS . . . . . Louisville, Ky.
WMAZ . . . . . Macon, Ga.
KGLO . . . Mason City, Iowa
WREC . . . . Memphis, Tenn.
WCOC . . . . Meridian, Miss.
WQAM . . . . . Miami, Fla.
WISN . . Milwaukee, Wisc.
WCCO . . . . . Minneapolis-St. Paul, Minn.
KGVO . . . . Missoula, Mont.
CKAC . . Montreal, Quebec
WCOV . Montgomery, Ala.
WLBC . . . . . Muncie, Ind.
WLAC . . . . Nashville, Tenn.
WWL . . . New Orleans, La.
WABC . . . . . New York, N.Y.
KOMA . Oklahoma City, O.
KOIL . . . . . Omaha, Neb.
WDBO . . . . . Orlando, Fla.
WPAD . . . . . Paducah, Ky.
WPAR . Parkersburg, W.Va
WMBD . . . . . Peoria, Ill.
WCAU . . Philadelphia, Pa.
KOY . . . . . Phoenix, Ariz.
WJAS . . . . . Pittsburgh, Pa.

WGAN . . . . . Portland, Me.
KOIN . . . . . Portland, Ore.
WPRO . . . Providence, R.I.
WTAD . . . . . Quincy, Ill.
WRVA . . . . . Richmond, Va.
WDBJ . . . . . Roanoke, Va.
WHEC . . . . Rochester, N.Y.
KROY . . . Sacramento, Cal.
WFOY . St. Augustine, Fla.
KMOX . . . . . St. Louis, Mo.
KSL . . Salt Lake City, Utah
KTSA . . . . San Antonio, Tex.
KQW . . San Francisco, Cal.
WKAQ . . . . . San Juan
KVSF . . . . . Santa Fe, N.M.
WSPB . . . . . Sarasota, Fla.
WTOC . . . . . Savannah, Ga.
WGBI . . . . . Scranton, Pa.
KIRO . . . . . Seattle, Wash.
KWKH . . . . Shreveport, La.
WSBT . . . . South Bend, Ind.
WSPA . . Spartanburg, S.C.
KFPY . . . . Spokane, Wash.
WTAX . . . . Springfield, Ill.
WMAS . Springfield, Mass.
KGDM . . . . . Stockton, Cal.
WFBL . . . . . Syracuse, N.Y.
WDAE . . . . . Tampa, Fla.
WIBW . . . . . Topeka, Kan.
CFRB . . . . . Toronto, Ont.
KTUC . . . . . Tucson, Ariz.
KTUL . . . . . Tulsa, Okla.
WMBS . . . . Uniontown, Pa.
WIBX . . . . . Utica, N.Y.
WTOP . . Washington, D.C.
WBRY . . Waterbury, Conn.
WWNY . . Watertown, N.Y.
WJNO West Palm Beach, Fla.
WKWK . . Wheeling, W.Va.
KFH . . . . . Wichita, Kan.
KWFT . . Wichita Falls, Tex.
WTAG . . . Worcester, Mass.
WNAX . . . . . Yankton, S.D.
WKBN . Youngstown, Ohio



This is CBS . . . the Columbia Broadcasting System



THE BUSINESS SIDE *of* RADIO



Agency and Sponsor Network Billings

•

Station Representatives

•

News Services

•

Research Firms

•

Advertising Agencies

•

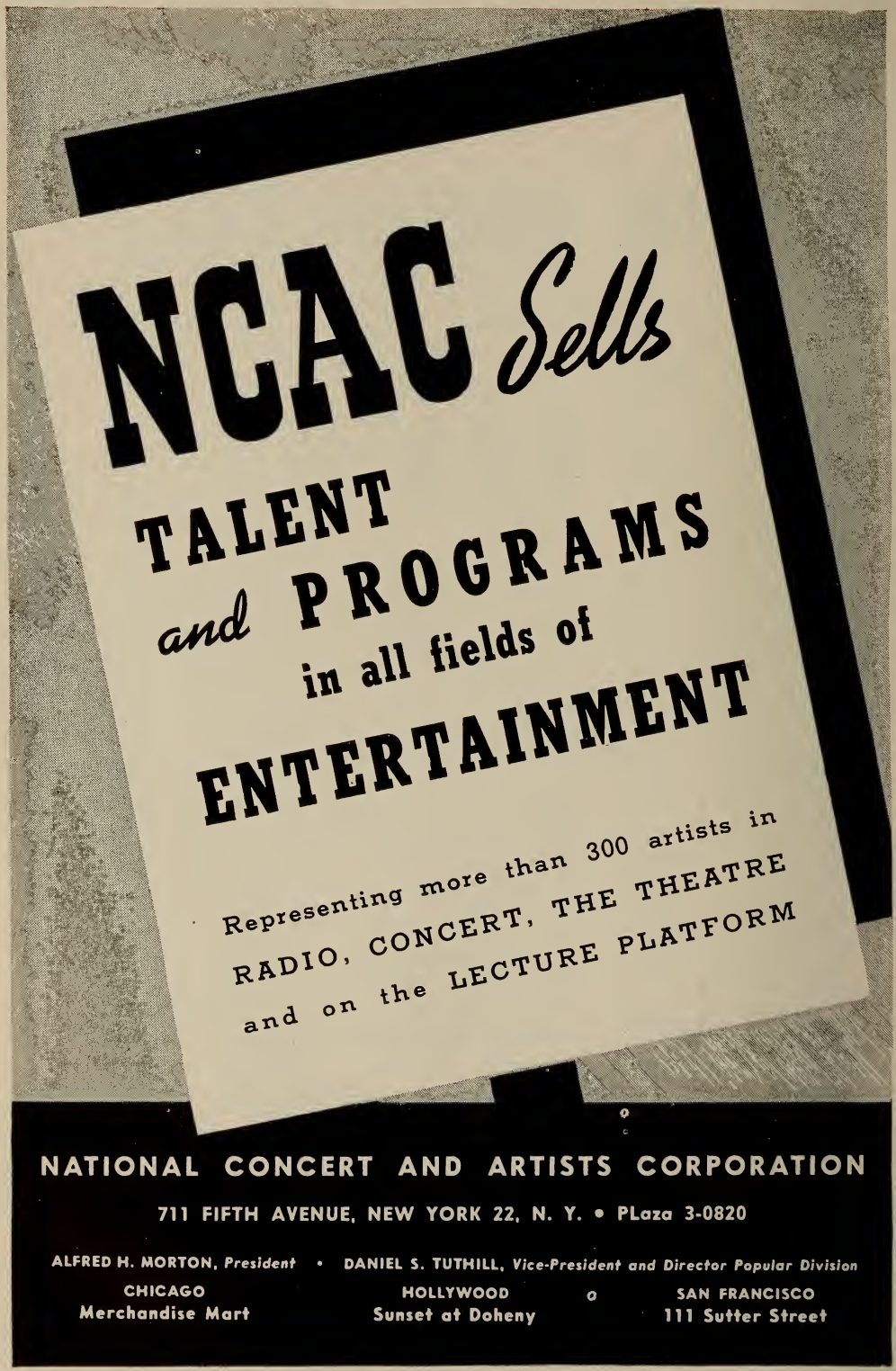
Federal Communications Commission

•

Radio Publications and Editors

•

U. S. Census Data


NCAC Sells
TALENT
and PROGRAMS
in all fields of
ENTERTAINMENT
Representing more than 300 artists in
RADIO, CONCERT, THE THEATRE
and on the LECTURE PLATFORM
NATIONAL CONCERT AND ARTISTS CORPORATION
711 FIFTH AVENUE, NEW YORK 22, N. Y. • PLaza 3-0820
ALFRED H. MORTON, President • DANIEL S. TUTHILL, Vice-President and Director Popular Division
CHICAGO
Merchandise Mart
HOLLYWOOD
Sunset at Doheny
SAN FRANCISCO
111 Sutter Street

THE BUSINESS SIDE OF RADIO

By M. H. Shapiro
Managing Editor, RADIO DAILY

AS an industry among industries, broadcasting during 1943, continued in the rare category of contributing every possible effort to winning the war, yet managing to carry on its own business pretty much as usual. In fact, the "usual" is somewhat of an understatement, since gross billings of both network and spot business showed an over-all increase of approximately 21 per cent. It is to be expected that actual net profit will not be higher in many cases, due to increased Federal taxes.

Of the major networks, it was inevitable that the Blue and Mutual show particularly strong upturn in the gross revenue; both had an influx of new blood and capital and they had more choice time situations available. Thus the Blue ended the year with a gross billing of $24,869,948, comparing with $15,782,943 for 1942. Food and Food Beverages led the industry groups in point of expenditures. Mutual gross billings were set down as $13,841,608, a 43.6 per cent increase over 1942. Religion accounts exceeded that of any other group of clients.

CBS gross revenue for 1943 was $57,951,744, comparing with $45,593,125 in 1942. Drug and Toilet Goods headed the industry classification in point of expenditures. This all-time high for a single network's 12-month billings, exceeds the combined total of three major networks in operation a decade ago. NBC, while adhering to its policy of not making public its billings, does admit to a 15 per cent increase in business, which would indicate a gross during 1943 of approximately $54,000,000. This gives the four national networks gross billings of $150,663,300. All of which was achieved by dilligent application to acquiring clients new to radio and promoting institutional advertising from others now engaged wholly or in part in war work.

Regional and Spot

Regional networks showed strong gains in every part of the country, averaging a 15 per cent gain in most cases. Spot business was unusually healthy; only a few local places failed to show financial betterment. Choice spots were at a premium in desirable markets and an important spurt in motion picture advertising was noticeably felt throughout the country. We now hear full 15-minute newsspots sponsored by leading movie firms at 11 p.m., and some have been forced to take the midnight five-minute new periods. This is just one illustration.

Luxury commodity buying and the drive into secondary markets by many accounts further bolstered spot business all along the line. Non-national network and local business is estimated to have grossed several millions of dollars more than the national network gros, which is usually expected. This still gives the entire industry a net time sale well over the $230,000,000 mark.

Wartime Problems

Radio has its wartime problems, plenty of them, but whether contingent on advertising or market situation, labor unions or the general manpower shortage, the trend was always forward. Spot was seriously threatened for some time by the demands of the AFM and while not settled in some quarters, the dispute failed to deter the spot business upward curve. Syndicated sales of material made prior to the recording ban continued at a strong pace. With or without transcribed music, this field flourished. Radio continued to adjust itself to every problem.

FCC's new chain rules and regulations went into effect, causing some dislocation in many quarters and possibly relief in some, yet it appears that the dislocations offset that of the "relief." Broadcasting industry, unlike other great wheels in the life of the everyday American, was fortunate in not having to "convert" to the war effort. It was already backing the national defense move to the hilt. It will have no postwar conversion period to look forward to, at least not of its own, but possibly being a party to those that may come from without.

However, the forward march of the gross during wartime is healthy and there is no reason to believe that a sudden cessation of hostilities will cause any upheaval in the industry. As, for instance, brand names being kept alive now will obviously need advertising when the brands in question have returned to the shelves.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

This agency brings to the sale of talent and production of radio programs an expertness resulting from twelve years of specialization in the radio industry.

JAMES L. SAPHIER

HOLLYWOOD • CALIFORNIA

AGENCY AND SPONSOR NETWORK GROSS BILLINGS

Blue Network Co.

1943 Agency Gross Billings

D'Arcy Advertising Co.	$ 3,535,412
Maxon, Inc.	2,486,878
J. Walter Thompson Co.	1,743,809
Compton Advertising, Inc.	1,639,360
Ruthrauff & Ryan	1,548,950
Wade Advertising Co.	1,533,202
Blackett-Sample-Hummert	1,293,664
Knox-Reeves	923,075
Young & Rubicam	922,354
Kenyon & Eckhardt	818,034
Roche, Williams & Cunnyngham	784,744
Sherman & Marquette, Inc.	748,062
Lennen & Mitchell, Inc	680,867
Walker & Downing	551,660
Warwick & Legler, Inc.	530,224
Aubrey, Moore & Wallace, Inc.	467,004
Ted Bates, Inc.	393,291
Duane Jones Co.	381,374
Pedlar & Ryan, Inc.	355,379
Small & Seiffer, Inc.	324,615
J. William Sheets	311,702
Wm. H. Weintraub & Co., Inc.	294,252
Critchfield & Co.	279,127
Donohue & Coe	242,281
Raymond Spector Co.	213,770
Henri Hurst & McDonald	181,356
Buchanan & Co.	165,806
Foote, Cone & Belding	165,474
L. W. Ramsey Co.	158,016
MacFarland Aveyard & Co.	126,237
Batten, Barton, Durstine & Osborn	124,980
Glucksman Advertising Co., Inc.	117,236
Emil Mogul Co.	116,465
William Esty & Co.	107,376
Pacific National Advertising Co.	79,307
Advertising & Sales Council, Inc.	69,980
Addison Lewis Assoc.	66,768
Direct	58,912
Tracy-Locke Co. of Texas	58,867
Sayre M. Ramsdell Assoc.	50,076
Campbell-Mithun, Inc.	25,543
Arthur Kudner, Inc.	21,266
Raymond R. Morgan Co.	18,891
U. S. Advertising Corp.	18,700
Calkins & Holden	16,854
MacWilkins Cole	16,184
Glasser Gailey & Co.	13,921
Keeling & Co.	13,716
Barton A. Stebbins	12,528
Geyer, Cornell & Newell	7,740
Smith & Drum	6,327
Smith & Bull	5,623
The Clements Co.	5,472
Bronson, West Advtg. Co.	5,394
McJunkin Advertising Co.	5,391
Buchen Co.	5,323
Horton- Noyes	4,953
Hugo Wagenseil & Assoc.	4,465
A. W. Lewin Co.	4,017
Long Advertising Co.	2,736
Little & Co.	2,609
Mayers Co.	2,223
G. M. Basford Co.	96
Total	$21,869,948

Columbia Broadcasting System

1943 Agency Gross Billings

Young & Rubicam	$ 6,435,374
J. Walter Thompson Co.	4,971,841
Blackett-Sample-Hummert	4,968,438
Ruthrauff & Ryan, Inc.	4,882,444
Compton Advertising Co.	3,009,680
The Biow Co., Inc.	2,283,876
William Esty & Co., Inc.	2,262,210
Foote, Cone & Belding	2,191,153
Arthur Meyerhoff & Co.	2,027,945
Benton & Bowles, Inc.	1,908,002
Batten, Barton, Durstine & Osborn, Inc.	1,785,723
McCann-Erickson, Inc.	1,565,330
Newell-Emmet Co., Inc.	1,528,780
Maxon, Inc.	1,379,828
D'Arcy Advertising Co., Inc.	1,313,824
Ted Bates, Inc.	1,275,106
Campbell-Ewald Co., Inc.	1,247,585
Knox Reeves Advertising, Inc.	1,114,666
Ward Wheelock Co.	1,113,774
Pedlar & Ryan, Inc.	997,795
Gardner Advertising Co.	847,175
Buchanan & Co., Inc.	829,930
C. L. Miller Co.	728,392
Roche, Williams & Cunnyngham. Inc.	652,873
Sherman & Marquette, Inc.	577,516
Warwick & Legler, Inc.	555,263
Geyer, Cornell & Newell, Inc.	549,965
Sayre M. Ramsdell Associates	541,568
Arthur Kudner, Inc.	472,512
Wm. H. Weintraub & Co., Inc.	392,445
N. W. Ayer & Sons, Inc.	353,781
Kenyon & Eckhardt, Inc.	340,326
H. W. Kastor & Sons Adv. Co.	283,306
Raymond R. Morgan Co.	252,505
Cruttenden & Eger	246,397
Russel M. Seeds Co., Inc.	223,669
Sorensen & Co.	211,287
Henri, Hurst & McDonald, Inc.	186,471
Duane Jones Co.	177,064
Grant Advertising Co.	114,703
Wallace-Ferry-Hanly Co.	105,037
Joseph Katz Co.	103,356
Sherman K. Ellis Co., Inc.	89,919
Schwimmer & Scott	82,999
Addison Lewis & Associates	75,058
J. D. Tarcher & Co.	70,999
Paris & Peart	56,313
Walker & Downing	51,289
Franklin Bruck Advertising Corp.	49,612
Erwin-Wasey & Co., Inc.	48,849
Barton A. Stebbins	42,415
Federal Advertising Agency, Inc.	40,316
Garfield & Guild	40,065
Brisacher, Davis & Staff	37,209
Lake-Spiro-Shurman Co.	36,504
Morse International, Inc.	31,882
Brooks Advertising Agency	31,871
Ronalds Advertising Agency, Ltd.	21,701
Spitzer & Mills, Ltd.	20,544
Glasser-Gailey & Co.	19,673
Long Advertising Service	17,064
Clements Co., Inc.	16,330
Milton Weinberg Advertising Co.	13,299
Gilham Advertising Agency	10,920
W. Earl Bothwell Advertising Agency	9,477

FREDERICK BROS. AGENCY, INC.

Established 1932



"Personalized Service"



FREDERICK BROS. ARTISTS CORP.

New York Chicago Hollywood

Beeson, Faller, Reichart, Inc.	7,369
Little & Co.	6,006
Leo Burnett Co., Inc.	5,229
Armand S. Weill Co., Inc.	2,568
Pacific National Advertising Agency.	2,282
Leighton & Nelson	2,046
Total	$37,951,744

Mutual Broadcasting System
1943 Agency Gross Billings

Erwin, Wasey & Co., Inc.	$ 2,128,630.85
R. H. Alber Company	1,566,130.83
Ivey & Ellington, Inc.	1,076,100.18
Wm. Estey & Co., Inc.	997,167.12
Kenyon & Eckhardt, Inc.	798,329.80
Hixson-O'Donnell Adv., Inc.	672,061.03
G. C. Hoskin Associates	474,786.30
Ruthrauff & Ryan, Inc.	457,662.43
Aircasters, Inc.	442,754.96
J. Walter Thompson Co.	439,352.41
Blackett-Sample-Hummert	418,427.76
Maxon, Inc.	416,697.10
Gotham Advertising Co., Inc.	317,475.32
Leo Burnett Company, Inc.	282,125.69
Wm. H. Weintraub & Co., Inc.	167,116.01
Kelly, Zahrndt & Kelly	160,254.59
Bermingham, Castleman & Pierce, Inc.	147,945.50
Al Paul Lefton Co. Inc.	132,745.38
Donahue & Coe, Inc.	123,660.00
Wallace-Ferry-Hanly Co.	118,933.60
Duane Jones Co.	113,067.91
McJunkin Advertising Co.	112,780.87
H. B. Humphrey Co.	100,674.76
Russel M. Seeds Co. Inc.	91,734.60
Raymond Spector Co. Inc.	72,885.30
Aubrey, Moore & Wallace, Inc.	66,956.40
Campbell-Mithun, Inc.	60,716.40
Harold Cabot & Co. Inc.	54,441.59
Schwimmer & Scott	53,812.27
Young & Rubicam, Inc.	52,909.02
L. W. Ramsey Co.	49,366.40
A. W. Lewin Co. Inc.	43,557.00
U. S. Advertising Corp.	42,651.32
The Joseph Katz Company	40,755.00
Grey Advertising Agency Inc.	38,910.00
Roche, Williams & Cunnyngham, Inc.	34,440.00
Walker and Downing	32,140.24
Sterling Adv. Agency, Inc.	30,629.00
Arthur Kudner, Inc.	24,874.58
Van Sant, Dugdale & Co. Inc.	21,128.00
Clements Company, Inc.	21,460.00
Weston-Barnett, Inc.	7,954.69
Calkins & Holden	4,011.75
Harvey-Massengale Co., Inc.	3,736.60
Landsheft, Inc.	2,293.33
Clarence Juneau Agencies	1,092.00
Bresnick and Solomont	966.00
Direct	6,499.50
Local Cooperatives	1,313,807.21
Year Total 1943	$13,811,603.00

National Broadcasting Co.
1943 Agency Gross Billings
Not Available

Blue Network Co.
1943 Sponsor Expenditures

Cola-Cola Co.	$ 3,535,412
Ford Motor Co.	2,355,908
General Mills, Inc.	1,764,726
Miles Laboratories, Inc.	1,533,202
Socony-Vacuum Oil Co.	1,303,784
Kellogg Co.	1,004,750
Swift & Co.	933,538
American Cigar & Cigarette Co.	899,940
Cummer Products Co.	886,471
Bristol-Myers Co.	881,387
Sun Oil Co.	784,744
Quaker Oats Co.	748,062
Carter Products, Inc.	717,936
Andrew Jergens Co.	680,867
Alaska Pacific Salmon Co.	593,971
Wander Co.	441,393
Dr. Earle S. Sloan, Inc.	392,070
Williamson Candy Co.	338,430
D. I. Clark Co.	298,574
Radio Corporation of America	293,118
Wheeling Steel Co.	279,127
J. B. Williams Co.	277,038
Mail Pouch Tobacco Co.	253,086
Loew's, Inc.	242,281
Serutan Co.	213,770
Dubonnet Corp.	196,236
Hall Bros., Inc.	181,356
Bourjois, Inc.	165,474
F. W. Fitch Co.	158,016
C. L. Mueller Co.	148,226
Texas Co.	145,180
Sherwin-Williams Co.	138,154
H. J. Heinz Co.	130,970
O'Cedar Corp.	128,574
Sweets Co. of America	119,871
Adam Hat Stores, Inc.	117,336
Trimount Clothing Co.	116,465
Joseph Tetley & Co., Inc.	113,277
Lehn & Fink Products Corp.	107,376
Langendorf United Bakeries	105,348
Revlon Products Corp.	98,016
Northwestern Yeast Co.	96,666
Cream of Wheat Corp.	91,320
Fisher Flouring Mills	72,980
O'Sullivan Rubber Co.	69,980
Minneapolis-Honeywell Regulator Co.	66,768
Dr. Pepper Co.	58,867
Allis-Chalmers Mfg. Co.	53,307
Philco Corp.	50,076
A. S. Boyle Co.	44,289
Accusticon Div., Dictograph Corp.	42,912
Standard Oil Co. of California	33,660
Curtis Publishing Co.	29,571
Benjamin Moore & Co.	27,066
American Dairy Assoc.	25,543
Best Foods, Inc.	21,266
Gillette Safety Razor Co.	20,626
Political	19,623
Wilson Sporting Goods Co.	18,700
Stokeley Bros. & Co.	16,854
Neighbors of Woodcraft, Inc.	16,184
Wilson Milk Co.	13,716
Chlorine Solutions, Inc.	12,528
Kerr Glass Mfg. Co.	12,051
Metropolitan Life Insurance Co.	10,625
Anacin Co.	10,620
Austin Studios	9,988
New York Central Railroad Co.	7,740
Folger Coffee Co.	6,840
Sales Builders, Inc.	6,327
Washington Co-op. Egg & Poultry Assoc.	6,327

A TRIBUTE

To American broadcasters, station managers and station personnel:

For your outstanding success in building America's greatest radio audience in 1943—the year when Americans most needed the good-fellowship and unifying influence of radio

For your resourcefulness and co-operation in promoting listenership through live and recorded courtesy announcements, billboards, car and taxi cards, newspaper spotlight advertisements, movie trailers, point-of-sale merchandising, dealer letters, direct mail, window displays, posters, spectaculars

For your faithfulness to the finest traditions of radio in showmanship and in public service

We speak for all the following sponsors and programs in extending to you sincere admiration and gratitude

P. Ballantine & Sons
Broadway Showtime

Bank of America
California, Carry On

Block Drug Company
Dentu-Grip
Announcements and programs
Gold Medal Capsules
Announcements and programs

Bowman Dairy
Musical Milkwagon

A. S. Boyle Company
Breakfast at Sardi's (Participation)
Fleetwood Lawton
Newscast
OK For Release

Carter Products, Inc.
Superin—Announcements

Cole Milling Company
Omega Flour—Announcements

Elgin National Watch Company
Elgin Christmas Show
Elgin Thanksgiving Day Show
Man Behind the Gun
Nero Wolfe

Fanny Farmer Candy Shops
Participation and announcements

Ford Motor Company

General Cigar Company, Inc.
White Owl Cigars

Johns-Manville Corporation
Bill Henry, News

Kraft Cheese Co., Inc.
Kraft Music Hall

Lamont, Corliss & Co.
Pond's Cold Cream
Eleanore King and announcements

Lever Brothers Company
Lux Flakes and Lux Toilet Soap
Lux Radio Theatre
Vimms—Frank Sinatra Program

Libby, McNeill and Libby
Announcements

P. Lorillard Company
Old Gold Cigarettes
Announcements and local programs
Baseball over Chicago, Washington and New York stations
Bob Crosby and Les Tremayne
Sammy Kaye's Band and Guests

The Mentholatum Company, Inc.
Announcements and programs

Northern Trust Company
The Northerners

Owens-Illinois Glass Company
Broadway Matinee

The Parker Pen Company
Quink—News With Ned Calmer

Penick & Ford Ltd., Inc.
BrerRabbit Molasses—Participation

Planters Nut & Chocolate Company
Planters Peanuts—Local news programs

Radio Corporation of America
What's New?

Safeway Stores, Inc.
What's Doing, Ladies?

Standard Brands Incorporated
Chase & Sanborn Tender Leaf Tea
Chase & Sanborn Program
Mary Marlin

Swift & Company
All Sweet Margarine (Participations)
Jewel Shortening—Announcements and Breakfast at Sardi's (Participation)

Ward Baking Company
Aunt Hannah's Bread
Programs and announcements
Tip-Top Bread
Programs and announcements

Washington State Apple Commission
Announcements

Western Sugar Refinery
Sea Island Sugar—I Was There

The J. B. Williams Co.
Williams Luxury Shaving Cream
Glider—W. L. Shirer

Wm. Wrigley Jr. Company
Doublemint Chewing Gum
America In the Air

W. F. Young, Inc.
Absorbine Jr.—Announcements

J. WALTER THOMPSON COMPANY

The J. Walter Thompson Company maintains 18 offices located throughout the world. *In North America:* New York, Chicago, San Francisco, Los Angeles, Hollywood, Mexico City, Montreal, Toronto, Latin-American Division in New York. *In South America:* Buenos Aires, São Paulo, Rio de Janeiro. *In . . .* London, Johannesburg, Capetown, Bombay, Calcutta, Sydney, Melbourne.

Seaboard Finance Co.	5,623
Hecker Products Co.	5,472
National Battery Co.	5,394
Chef Boyardee Corp.	5,391
Masonite Corp.	5,373
Crane Co.	5,323
Jenkins Bros., Inc.	4,953
Safeway Stores, Inc.	4,830
Crawford MacGregor Candy Co.	4,465
Harvel Watch Co.	4,017
L. B. Laboratories, Inc.	3,933
Calavo Growers of California	3,555
General Aircraft Corp.	3,240
Barron-Gray Packing Co.	2,736
Kelite Products, Inc.	2,609
Kendall Foods, Inc.	2,223
Phelps Dodge Co.	684
National Supply Co.	345
Western Gear Works	204
Air Preheater Corp.	96
Total	$21,869,948

Columbia Broadcasting System 1943 Sponsor Expenditures

General Foods Corp.	$ 4,868,710
Lever Brothers Co.	4,524,100
Procter & Gamble Co.	3,866,722
American Home Products Corp.	2,839,573
William Wrigley Jr. Co.	2,657,483
R. J. Reynolds Tobacco Co.	2,262,210
Sterling Products, Inc.	2,141,801
Campbell Soup Co.	1,540,680
Liggett & Myers Tobacco Co.	1,528,780
Philip Morris & Co., Ltd.	1,388,259
General Electric Co.	1,299,255
Colgate-Palmolive-Peet Co.	1,158,415
General Mills, Inc.	1,114,666
Owens-Illinois Glass Co.	1,047,467
American Tobacco Co.	1,024,971
Johns-Manville Corp.	865,233
Pet Milk Sales Co.	858,095
Quaker Oats Co.	832,266
Texas Co.	797,073
U. S. Rubber Co.	796,731
B. F. Goodrich Co.	784,298
Celanese Corp. of America	783,828
Lady Esther Co., Ltd.	779,568
P. Lorillard Co.	766,458
E. R. Squibb & Sons	754,384
Eversharp, Inc.	752,695
Continental Baking Co.	705,421
Chrysler Corp.	697,724
Emerson Drug Co.	676,380
Chesebrough Manufacturing Co.	643,755
Prudential Insurance Co. of America	574,697
Philco Corp.	541,568
Pabst Sales Co.	536,555
Gulf Oil Corp.	524,230
Coca-Cola Co.	508,160
Roma Wine Co. (Schenley Import Corp.)	497,990
Parker Pen Co.	490,899
Lewis-Howe Co.	487,731
Corn Products Refining Co.	482,253
U. S. Tobacco Co.	472,512
Pacific Coast Borax Co.	452,219
Chevrolet Dealers (Gen. Motors Corp.)	450,854
Schenley Import Corp.	392,445
Armstrong Cork Co.	387,528
Lockheed Aircraft Corp.	359,939
Electric Companies Adv. Program	245,357
Southern Cotton Oil Co.	340,326
Elgin National Watch Co.	337,106
International Silver Co.	298,310
Welch Grape Juice Co.	260,467
Admiral Corp. (Cont'l Radio & Tel. Corp.)	246,397
Curtiss Candy Co.	246,139
Johnson & Johnson	239,949
Servel, Inc.	227,660
P. Ballentine & Sons	220,191
Bowey's, Inc.	211,287
Mennen Co.	266,232
California Fruit Growers Exchange	187,429
Bourjois, Inc.	175,023
Standard Brands, Inc.	168,912
Schutter Candy Co.	166,630
Ballard & Ballard Co.	142,240
Planters Nut & Chocolate Co.	129,166
B. T. Nesbitt, Inc.	128,842
Los Angeles Soap Co.	117,905
Cudahy Packing Co.	114,703
Campana Sales Corp.	105,037
American Oil Co.	103,356
Cream of Wheat Corp.	86,596
Gillette Safety Razor Co.	80,573
Holland Furnace Co.	78,390
Minneapolis-Honeywell Regulator Co.	75,058
McKesson & Robbins, Inc.	58,991
Great Atlantic & Pacific Tea Co.	56,313
Soil-Off Manufacturing Co.	54,558
Allegheny-Ludlum Steel Co.	51,289
Manhattan Soap Co.	49,612
Barbasol Co.	48,849
John Morrell & Co.	44,231
Peter Paul, Inc.	37,209
Plough, Inc.	36,504
General Cigar Co.	33,940
Bekins Van & Storage Co.	31,871
Chemicals, Inc.	30,588
Prince Matchabelli (Vick Chemical Co.)	29,198
Joseph Tetley & Co., Inc.	25,822
Ben Hur Products, Inc.	25,526
Dwight Edwards Co.	23,776
Campbell Cereal Co.	22,839
C. F. Mueller Co.	22,400
Colonial Dames, Inc.	19,673
Western Sugar Refinery	19,656
J. B. Williams Co.	19,042
MacFadden Publications, Inc.	18,708
Lamont Corliss & Co.	18,252
Union Oil Co.	17,511
Cal. Prune & Apricot Growers Ass'n.	17,064
Signal Oil Co.	16,889
Hudson Coal Co.	16,330
Grove Laboratories, Inc.	15,225
Graysons Shops, Inc.	13,299
Smith Brothers	12,008
Bank of America Nat'l Trust & Savings Ass'n	9,744
P. Duff & Sons	9,477
Kay Jewelry Co.	9,477
Mentholatum Co.	8,543
United Air Lines Transport Corp.	8,424
Aro Equipment Corp.	7,369
Washington State Apple Adv. Comm.	6,951
Gerber Products, Inc.	6,376
Readers' Digest Ass'n.	6,248
Kelite Products, Inc.	6,006
Vick Chemical Co.	5,684
J. Folger Co.	5,434
Shefford Cheese Co.	5,229
Sun Oil Co.	3,121
Johnstone Drug Sales Corp.	2,568
Washington Coop. Egg & Poultry Assn.	2,282
Brown & Williamson Tobacco Corp.	2,212
Consolidated Royal Chemical Co.	2,144
Independent Citizens Committee	2,046
Sunnyvale Packing Co.	374
Total	$57,951,744

Mexico's BIG FOUR



Four leading activities of Mexican life busy as never before do their part in creating an optimist spirit towards a forthcoming Victory. Twenty million people below the Rio Grande work hard at these active sources of production. A population standing for one of the most important markets in Latin America. Radio advertising through our network of more than 75 stations assures a perfect coverage of this market.

WE HANDLE

- 85% of the money spent in Mexico in radio advertising.
- 90% of the recorded programs produced in Mexico.
- 90% of the telephone hook-ups.
- 70% of the spot announcements.

RADIO PROGRAMAS DE MEXICO

Largest Latin American Broadcasting System

P.O.Box 1324.MEXICO.D.F. – EMILIO AZCARRAGA, Pres.: CLEMENTE SERNA MARTINEZ, V. Pres. Gen. Mgr.

Mutual Broadcasting System
1943 Sponsor Expenditures

Gospel Broadcasting Assn.	$ 1,566,130.83
R. B. Semler, Inc.	919,449.15
Kellogg Company	798,329.80
Pharmaco, Inc.	677,132.92
Bayuk Cigars, Inc.	670,230.82
Zonite Products Corp.	583,557.40
Sinclair Refining Company	516,599.62
Barbasol Company	491,510.92
Lutheran Laymen's League	477,729.91
Voice of Prophecy, Inc.	474,786.30
General Cigar Co., Inc.	439,352.41
Gillette Safety Razor Co.	416,697.10
Anacin Company	409,663.76
Young People's Church of the Air	395,420.32
American Cigarette & Cigar Co., Inc.	388,462.00
Lehn & Fink Products Co.	341,491.20
Lumbermens Mutual Casualty Co.	279,395.69
Detroit Bible Class (Radio Bible Class)	270,370.26
Campana Sales Company	185,890.00
Petri Wine Company	184,031.40
Wesley Radio League	172,384.70
Schenley Import Corp.	167,116.01
Richfield Oil Corp. of N. Y.	155,461.41
Benson & Hedges, Inc.	137,942.49
Duffy-Mott Company, Inc.	132,745.38
Metro-Goldwyn-Mayer, Inc.	123,660.00
Chef Boy-Ar-Dee Quality Foods, Inc.	112,780.87
Employers' Group Ins. Co. of Boston, Mass.	100,674.76
Conti Products Corp.	93,081.50
Grove Laboratories, Inc.	91,734.00
Serutan Company	72,885.30
Delaware, Lackawanna & Western Coal Co.	65,236.44
Land O'Lakes Creameries, Inc.	60,716.40
Frank H. Lee Co.	54,864.00
W. L. Douglas Shoe Co.	54,441.59
Loyal Order of Moose	49,366.40
Harvel Watch Company	43,557.00
Wilson Sporting Goods Co.	42,651.32
Maryland Pharmaceutical Co.	40,755.00
Consolidated Razor Blade Co., Inc.	38,910.00
Clark Brothers Chewing Gum Co.	32,140.24
Coronet Magazine	30,792.27
Gotham Hosiery Co., Inc.	30,629.00
Lewis-Howe Co.	28,560.00
Sherwood Brothers, Inc.	24,128.00
National Small Business Men's Assn.	23,020.00
People's Church, Inc.	10,449.04
Whitehall Pharmacal Co.	8,764.00
American Bird Products, Inc.	7,954.69
Studebaker Corp. (Pacific Division)	5,880.00
Jones and Laughlin Steel Corp.	4,011.75
Garrett & Co., Inc.	3,963.99
Wright's Automatic Machinery Co.	3,736.60
McElroy Manufacturing Corp.	2,800.50
Hoover Company	2,730.00
Curtiss-Wright Corp.	2,293.33
Bridgeport Brass Co.	2,161.50
Hercules Motors Corp.	1,534.50
Western Conference of Teamsters	1,092.00
Converse Rubber Co.	966.00
Total	$12,527,800.79
Locally Sponsored	1,313,807.21
Total for Year	$13,841,608.00

National Broadcasting Co.
1943 Sponsor Expenditures
Not Available

Blue Network Co.
Gross Monthly Billings

January	$ 1,797,274
February	1,747,053
March	2,024,035
April	1,998,703
May	2,079,962
June	1,974,029
July	1,818,936
August	2,003,831
September	2,180,712
October	2,354,199
November	2,356,294
December	2,504,920
Total	$24,869,948

Columbia Broadcasting System
Gross Monthly Billings

January	$ 4,194,882
February	3,790,165
March	4,457,068
April	4,591,992
May	4,880,037
June	4,870,744
July	4,901,974
August	4,863,104
September	4,932,711
October	5,481,098
November	5,356,596
December	5,631,373
Total	$57,951,744

Mutual Broadcasting System
Gross Monthly Billings

January	$ 992,104
February	826,085
March	941,533
April	961,918
May	1,080,797
June	1,100,481
July	1,088,809
August	1,205,240
September	1,153,510
October	1,407,787
November	1,479,042
December	1,603,402
Total	$13,841,608

SPOTLIGHTS
ON
SPOTS
• • •

ASK ANY STATION
REPRESENTED BY
SPOT SALES, INC.

WHAT WE'VE
DONE FOR THEM
WE
CAN DO
FOR
YOU!

Spot Sales, inc.

NEW YORK:
400 Madison Ave.
Loren L. Watson
Peggy Stone
Jack Koste
ELdorado 5-5040

CHICAGO:
360 N. Michigan Ave.
Stanley Young
Willie Kissick
Franklin 8520

HOLLYWOOD:
1650 Cosmo St.
John Livingston
Grace Gibson
Hollywood 6928

RADIO STATION REPRESENTATIVES

JAMES L. ALEXANDER

Toronto—Concourse Bldg., James L. Alexander, Manager.....Adelaide 9594
Montreal—Drummond Bldg., M. Normandin, Manager.....Harbour 6448
Stations—CKPC, Brantford, Ont.; CJIC, Sault Ste. Marie, Ont.; CKNX, Wingham, Ont.; CHLP, Montreal, Que.; CKTB, St. Catherines, Ont.; CJFX, Antigonish, N. S.

ALL-CANADA RADIO FACILITIES LIMITED

Calgary—Southam Bldg. .....M 7691
H. R. Carson, President-Managing Director; A. R. Gibson, Secretary-Treasurer.
Montreal—Dominion Square Bldg., B. Hall.....Lancaster 6400
Toronto—Victory Bldg., G. F. Herbert.....Elgin 2464
Winnipeg—Electric Railway Chambers, P. H. Gayner..... 96-861
Vancouver—543 Seymour St., J. E. Baldwin.....Marine 9542
Stations—CFAC, Calgary, Alta.; CJCA, Edmonton, Alta.; CFGP, Grand Prairie, Alta.; CJOC, Lethbridge, Alta.; CFJC, Kamloops, B. C.; CKOV, Kelowna, B. C.; CJAT, Trail, B. C.; CKWX, Vancouver, B. C.; CJVI, Victoria, B. C.; CKRC, Winnipeg, Man.; CKNB, Campbellton, N. B.; CFNB, Fredericton, N. B.; CHNS, Halifax, N.S.; CJCB, Sydney, N. S.; CKOC, Hamilton, Ont.; CJCS, Stratford, Ont.; CKSO, Sudbury, Ont.; CFRB, Toronto, Ont.; CFCY, Charlottetown, P. E. I.; CFCF, Montreal, Que.; CHNC, New Carlisle, Que.; CKBI, Prince Albert, Sask.; CKCK, Regina, Sask.; CKRM, Regina, Sask.; CHAB, Moose Jaw, Sask.; VONF, St. Johns, Newfoundland; CJLS, Yarmouth, N. S.

ASSOCIATED BROADCASTING CO., LTD.

Montreal—Dominion Square Bldg. .....Belair 3325
M. Maxwell, President; M. Feldman, Vice-President; F. Maxwell, Secretary-Treasurer; H. Rittenberg, Sales Director; S. Vineberg, Program Director; B. Stewart, Script Director; M. Fitzgerald, Talent Director; J. O. Denis, French Director; B. Cabanna, French Scripts; J. Feldman, Recording Department; R. O. Stevson, Manager of Syndicated Transcription Department.
Toronto—45 Richmond St., W.....Adelaide 3248
K. H. Gregory, Mgr., H. Stevenson, Sales Mgr.

BERTHA BANNAN

(New England Representative)*

Boston—538 Little Bldg., Bertha Bannan; L. H. Morello, Secretary.....HUBbard 4370
Stations—WLBZ, Bangor, Me.; WCSH, Portland, Me.; WHAI, Greenfield, Mass.; WHYN, Holyoke, Mass.; WBRK, Pittsfield, Mass.; WSPR, Springfield, Mass.; WTAG, Worcester, Mass.; WKNE, Keene, N. H.; WLNH, Laconia, N. H.; WFEA, Manchester, N. H.; WHEB, Portsmouth, N. H.; WHN, New York, N. Y.; WSYR, Syracuse, N. Y.; WTRY, Troy, N. Y.; WIBX, Utica, N. Y.; WCAU, Philadelphia, Pa.; WJAR, Providence, R. I.; WWSR, St. Albans, Vt.; WDEV, Waterbury, Vt.
*Stations represented on a regional basis in New England only.

WALTER BIDDICK COMPANY

Los Angeles—568 Chamber of Commerce Bldg. (15).....Richmond 6184
Walter Biddick, President; M. Cornell, Vice-President; G. M. Biddick, George Link, L. Hill.
Stations—KIEV, Glendale, Calif.; KFOX, Long Beach, Calif.; KLS, Oakland, Calif.; KPRO, Riverside, Calif.; KHUB, Watsonville, Calif.; WJJD, Chicago, Ill.; WIBW, Topeka, Kans.; WIBX, Utica, N. Y.

WILLIAM G. RAMBEAU
COMPANY

Radio's First
Special Representatives

CHICAGO
NEW YORK
LOS ANGELES

National Foreign Language Broadcasting Service

★

- Pioneers in the specialized field of Foreign Language Broadcasting.
- We offer Productive Program ideas in every language.
- Pertinent Facts, Figures and capable Station Presentation.

★

J. FRANKLYN VIOLA & CO.
152 WEST 42nd STREET
NEW YORK CITY

PA THE PACEMAKER
HELPS STATION SALES

PA, through its Station Relations Department, helps its affiliated stations SELL by acquainting national advertisers with the news and feature scripts on

The Special AP *Radio News Wire*

JOHN BLAIR & COMPANY

Chicago—520 N. Michigan Avenue.....Superior 8660
John Blair, President; Gale Blocki, Jr., Vice-President; Paul Ray, Charles Dilcher, Blake Blair.

New York City—341 Madison Avenue.....Murray Hill 9-6084
George Bolling, Vice-President; Richard Buckley, William Weldon, Robert Hill Bolling.

Los Angeles—438 Chamber of Commerce Bldg., Carleton E. Coveny.....Prospect 3584

San Francisco—608 Russ Bldg., Lindsey Spight, Vice-President.....Douglas 3188

St. Louis—350 Paul Brown Bldg., J. Chris Hetherington.....Chestnut 5688
Stations—KSUN, Lowell-Bisbee, Ariz.; KOY, Phoenix, Ariz.; KTUC, Tucson, Ariz.; KHJ, Los Angeles, Calif.; KGB, San Diego, Calif.; KFRC, San Francisco, Calif.; KFEL, Denver, Colo.; WJAX, Jacksonville, Fla.; WQAM, Miami, Fla.; WFLA, Tampa, Fla.; WAGA, Atlanta, Ga.; KIDO, Boise, Ida.; WLS, Chicago, Ill.; KXEL, Waterloo, Ia.; WFBR, Baltimore, Md.; WOW, Omaha, Nebr.; WNBF, Binghamton, N. Y.; WNEW, New York, N. Y.; KFYR, Bismarck, N. D.; WBNS, Columbus, Ohio; WHP, Harrisburg, Pa.; WGBI, Scranton, Pa.; WROL, Knoxville, Tenn.; KTRH, Houston, Texas; KTSA, San Antonio, Texas; KDYL, Salt Lake City, Utah; WMBG, Richmond, Va.; WMMN, Fairmont, W. Va.; WWVA, Wheeling, W. Va.; KOL, Seattle, Wash.; KMO, Tacoma, Wash.; KGMB, Honolulu, T. H.; KXOK, St. Louis, Mo.; KFRU, Columbia, Mo.; Don Lee Mutual Network; Arizona Network.

BLUE NETWORK COMPANY

(National Spot and Local Sales Division)

New York City—30 Rockefeller Plaza.....CIrcle 7-5700
Murray Grabhorn, National Spot Sales Manager; Ralph E. Dennis, Eastern Spot Sales Manager.

Chicago—Merchandise Mart Bldg.....Delaware 1900
G. I. Berry, Manager.

Hollywood—6285 Sunset Blvd.....Hillside 8231
Fred Becker, Manager.
Stations—KGO, San Francisco, Calif.; WMAL, Washington, D. C.; WENR, Chicago, Ill.; WJZ, New York, N. Y., Pacific Coast Blue Network.

THE BRANHAM COMPANY

New York—230 Park Avenue.....Murray Hill 6-1860
M. H. Long, Vice-President; F. P. Motz, Vice-President; James H. Connolly, Manager of radio department.

Chicago—360 N. Michigan Avenue.....Central 5726
John Petrie, President; E. F. Corcoran, Vice-President; Pete Kurber, Manager radio department.

Detroit—General Motors Bldg., Harry Anderson.....Trinity 1-0440

Dallas—Texas Bank Bldg., A. J. Putman.....Dallas 2-8569

Atlanta—Rhodes Haverty Bldg., J. B. Keough.....Walnut 4851

St. Louis—Arcade Bldg., Sloane McCauley.....Chestnut 6192

Kansas City—Board of Trade Bldg., G. F. Dillon.....Harrison 1023

San Francisco—5 Third St., George D. Close.....Garfield 6740

Los Angeles—448 S. Hill St., J. H. Hornung.....Michigan 1269

Seattle—858 Empire Bldg., A. G. Neitz.....Elliott 1769

Charlotte, N. C.—612 Commercial National Bank Bldg., H. L. Ralls.....Charlotte 8839

Memphis—1018 Sterick Bldg.....Memphis 8-2344
Stations—KTHS, Hot Springs, Ark.; KWKH, Shreveport, La.; KTBS, Shreveport, La.; WCPO, Cincinnati, Ohio; WTJS, Jackson, Tenn.; WNOX, Knoxville, Tenn.; WMC, Memphis, Tenn.; KTBC, Austin, Texas; KRIC, Beaumont, Texas; KRLD, Dallas, Texas, KXYZ, Houston, Texas; KRIS, Corpus Christi, Texas; West Virginia Network (WCHS, Charleston, WPAR, Parkersburg; WBLK, Clarksburg); WSAZ, Huntington, West Va.

BROADCASTING ADVERTISING, INC.

(New England Representative)*

Boston—8 Newbury St. (16) ..... KENmore 0854
J. E. Murley, President-Treasurer; J. J. Manning, Office Manager-Time Buyer.
*(This firm represents and exclusively directs "The Marjorie Mills Hour" on the New England Regional Network and "The Yankee Kitchen" on the Yankee Network; both programs are sold on a participating sponsorship basis.)

HOWARD C. BROWN COMPANY

Hollywood—6404 Sunset Blvd. ..... Hollywood 6045
Stations—3XY, Melbourne, Australia; 2UE, Sydney, Australia; National Commercial Broadcasting Service (5 stations), New Zealand.

BURN-SMITH COMPANY, INC.

New York—551 Fifth Avenue, C. Otis Rawalt ..... MUrray Hill 2-3124
Chicago—307 N. Michigan Ave., John Toothill, President ..... Central 4437
Los Angeles—Chamber of Commerce Bldg. ..... Richmond 6184
Stations—KMTR, Los Angeles, Calif.; WRUF, Gainesville, Fla.; WLOF, Orlando, Fla.; WALB, Albany, Ga.; WRDW, Augusta, Ga.; WTRC, Elkhart, Ind.; WKBB, Dubuque, Ia.; KVFD, Fort Dodge, Ia.; KTRI, Sioux City, Ia.; WGRC, Louisville, Ky.; WLBJ, Bowling Green, Ky.; WHLN, Harlan, Ky.; WSON, Henderson, Ky.; WHOP, Hopkinsville, Ky.; WOMI, Owensboro, Ky.; WPAD, Paducah, Ky.; WEIM, Fitchburg, Mass.; WHAI, Greenfield, Mass.; WNBH, New Bedford, Mass.; WBRK, Pittsfield, Mass.; WELL, Battle Creek, Mich.; WJLB, Detroit, Mich.; WFDF, Flint, Mich.; WKBZ, Muskegon, Mich.; KGVO, Missoula, Mont.; WOLF, Syracuse, N. Y.; WCNC, Elizabeth City, N. C.; WGBR, Goldsboro, N. C.; WGBG, Greensboro, N. C.; WCBT, Roanoke Rapids, N. C.; WSTP, Salisbury, N. C.; WRRF, Washington, N. C.; WGTM, Wilson, N. C.; WFNC, Fayetteville, N. C.; WFTC, Kinston, N. C.; WMFD, Wilmington, N. C.; WHBC, Canton, Ohio; KOCY, Oklahoma City, Okla.; WMRF, Lewiston, Pa.; W49PH, Philadelphia, Pa.; WBAX, Wilkes-Barre, Pa.; WOPI, Bristol, Tenn.; WDEF, Chattanooga, Tenn.; WKPT, Kingsport, Tenn.; WBIR, Knoxville, Tenn.; KFRO, Longview, Texas; KMAC, San Antonio, Texas; WFVA, Fredericksburg, Va.; WGH, Newport News, Va.; KOOS, Marshfield, Ore.; KWJJ, Portland, Ore.; KGY, Olympia, Wash.; KFBC, Cheyenne, Wyo.; WGRC, Louisville, Ky.; Daniel Boone Network (WISE, Asheville, N. C.; WKPT, Kingsport, Tenn.; WOPI, Bristol, Tenn.-Va.); WJLS, Beckley, W. Va.

CANADIAN BROADCASTING CORPORATION

Toronto—55 York Street ..... Adelaide 5771
E. A. Weir, Commercial Manager; W. E. Powell, Asst. Commercial Mgr.
Montreal—1231 St. Catherine Street, West ..... Marquette 5211
J. A. Dupont, Commercial Manager—Quebec Division.
Stations—CBR, Vancouver, B. C.; CBA, Sackville, N. B.; CBO, Ottawa, Ont.; CBL, Toronto, Ont.; CJBC, Toronto, Ont.; CBJ, Chicoutimi, Que.; CBF, Montreal, Que.; CBM, Montreal, Que.; CBV, Quebec City, Que.; CBK, Watrous, Sask.

CAPPER PUBLICATIONS

New York City—420 Lexington Avenue ..... Mohawk 4-3280
William L. McKee.
Chicago—180 N. Michigan Avenue, E. W. Carlson ..... Central 5977
Kansas City, Mo.—5604 Michigan Ave., Joseph H. Story, Jr. ..... Harrison 4700
San Francisco—1207 Russ Bldg., William B. Flowers ..... Douglas 5220
***Stations*—KCKN, Kansas City, Kans.; WIBW, Topeka, Kans.**

B. FRANK COOK

(Southeastern Representative)*

Atlanta, Ga.—1104-22 Marietta St. Bldg.....Walnut 1231
Stations—WALB, Albany, Ga.; WFBC, Greenville, S. C.
* Stations represented on a regional basis only.

COX & TANZ

Philadelphia—Drexel Building.....Lombard 1720
E. R. Tanz
New York—A. P. Cox, Executive in Charge, 285 Madison Avenue.....LExington 2-2450
Chicago—228 N. La Salle Street, J. C. Cox, Jr., Executive in Charge.....Franklin 2095
Stations—KFFA, Helena, Ark.; WMOG, Brunswick, Ga.; WGAA, Cedartown, Ga.; WMJM, Cordele, Ga.; WBLJ, Dalton, Ga.; WJOB, Hammond, Ind.; WKMO, Kokomo, Ind.; KTNM, Tucumcari, N. M.; WGNC, Gastonia, N. C.; WMFR, High Point, N. C.; WPAY, Portsmouth, Ohio; KAST, Astoria, Ore.; WKPA, New Kensington, Pa.; WKOK, Sunbury, Pa.; WOLS, Florence, S. C.; WFIG, Sumter, S. C.; KGFX, Pierre, S. D.; WJZM, Clarksville, Tenn.; WHUB, Cookeville, Tenn.; KNEL, Brady, Tex.; KRBA, Lufkin, Tex.; KNET, Palestine, Tex.; WCHV, Charlottesville, Va.; KTBI, Tacoma, Wash.; WJMC, Rice Lake, Wisc.; WMFJ, Daytona Beach, Fla.; WASK, Lafayette, Ind.; WUBW, New Orleans, La.; KEEW, Brownsville, Tex.; KIUN, Pecos, Tex.; WIGM, Medford.

HARRY E. CUMMINGS

(Southeastern Representative)*

Jacksonville, Fla.—1306 Barnett National Bank Bldg.....Jacksonville 3-0381
Stations—WJAX, Jacksonville, Fla.; WIOD, Miami, Fla.; WFLA, Tampa, Fla.; WDBO, Orlando, Fla.; Daniel Boone Network (WOPI, Bristol, Tenn.-Va.; WKPT, Kingsport, Tenn.; WISE, Asheville, N. C.); WHIO, Dayton, Ohio; WROL, Knoxville, Tenn.
*Stations represented on a regional basis in Southeastern United States only.

DE LISSER, INC.

New York—11 East 44th St.....MUrray Hill 2-1753
William F. Gallagher, President; William T. Moles, Sales Manager.
Chicago—180 N. Michigan Ave., W. J. Fitzpatrick, Manager; E. Fernau....Dearborn 8108
Philadelphia—1421 Chestnut St., Ralph H. Steen, Manager; M. Keating..Rittenhouse 1390
Atlanta, Ga.—613 Rhodes Haverty Bldg., J. L. Wilson, Manager.....Main 6134
Stations—WSLB, Ogdensburg, N. Y.

DOMINION BROADCASTING CO.

Toronto, Canada—4 Albert Street.....Adelaide 3383
Hal B. Williams, Manager; Don Copeland, Recording Division Manager; Stan Francis, Production.
Stations—CJLS, Yarmouth, N. S.; CKCH, Hull, Que.; CHLT, Sherbrooke, Que.

THE FOREMAN COMPANY

See Listing for John E. Pearson Co.

FORJOE & COMPANY

New York—19 West 44th Street (18).....Vanderbilt 6-5080
Joseph Bloom, Owner.
Chicago—360 N. Michigan Ave., Hal Holman, Manager.....State 5262
Stations—KHUB, Watsonville, Calif.; WINX, Washington, D. C.; WGES, Chicago, Ill.; WSBC, Chicago, Ill.; WCOU, Lewiston, Me.; WJBK, Detroit, Mich.; WIBM, Jackson, Mich.; WMIN, St. Paul, Minn.; WCAP, Asbury Park, N. J.; WBNX, New York, N. Y.; WGBR, Goldsboro, N. C.; WTEL, Philadelphia, Pa.; WWSW, Pittsburgh, Pa.; KEYS, Corpus Christi, Texas; KGBS, Harlingen, Texas; KPDN, Pampa, Texas; KONO, San Antonio, Texas; WMVA, Martinsville, Va.; WAJR, Morgantown, W. Va.; WBRW, Welch, West Va.

R. C. FOSTER & COMPANY

(New England Radio Advertising)

Boston—507 Statler Bldg.....Hubbard 3225
Robert C. Foster, Manager; Gertrude Saxe, Secretary.
**Stations*—WDRC, Hartford, Conn.; WELI, New Haven, Conn.; WNLC, New London, Conn.; WABI, Bangor, Me.; WGAN, Portland, Me.; WSAR, Fall River, Mass.; WHAI, Greenfield, Mass.; WLAW, Lawrence, Mass.; WNBH, New Bedford, Mass.; WBRK, Pittsfield, Mass.; WESX, Salem, Mass.; WMUR, Manchester, N. H.; WNEW, New York, N. Y.; WPEN, Philadelphia, Pa.; WPRO, Providence, R. I.; WSYB, Rutland, Vt.

*Represented on regional accounts only.

FREE & PETERS, INC.

New York—444 Madison Avenue.....Plaza 5-4130
H. Preston Peters, President; Russel Woodward, Vice-President; E. H. Benedict, W. A. Chalmers, Harold L. Behlke, David G. Jones, Jones Scovern.
Chicago—180 N. Michigan Avenue .....Franklin 6373
James L. Free, Chairman; James W. Knodel, Vice-President; Sherman R. Barnett, Secy.-Treasurer; Arthur H. McCoy, B. P. Timothy, John A. Cory.
Atlanta—322 Palmer Bldg., James M. Wade.....Main 5667
San Francisco—111 Sutter Street, A. Leo Bowman.....Sutter 4353
Los Angeles—1512 N. Gordon St., Hal W. Hoag.....Gladstone 3949
Stations—KFAR, Fairbanks, Alaska; KECA, Los Angeles, Calif.; KROW, San Francisco-Oakland, Calif.; WMBD, Peoria, Ill.; WISH, Indianapolis, Ind.; WOC, Davenport, Ia.; WHO, Des Moines, Ia.; KMA, Shenandoah, Ia.; WAVE, Louisville, Ky.; WCBM, Baltimore, Md.; WKZO, Kalamazoo, Mich.; KDAL, Duluth, Minn.; WTCN, Minneapolis, Minn.; KMBC, Kansas City, Mo.; KSD, St. Louis, Mo.; KOB, Albuquerque, N. M.; WGR-WKBW, Buffalo, N. Y.; WFBL, Syracuse, N. Y.; WPTF, Raleigh, N. C.; WDBJ, Roanoke, N. C.; WDAY, Fargo, N. D.; WCKY, Cincinnati, Ohio; KOMA, Oklahoma, City, Okla.; KTUL, Tulsa, Okla.; KOIN-KALE, Portland, Ore,; WCSC, Charleston, S. C.; WIS, Columbia, S. C.; KIRO Seattle, Wash.

ROMIG C. FULLER & ASSOCIATES

(Northwest Representative)*

Seattle—2939 Fourth Ave., South.....Main 0110
Stations—KELA, Centralia, Wash.; KGY, Olympia, Wash.; KUJ, Walla Walla, Wash.

*Stations represented on a regional basis only.

W. S. GRANT COMPANY

San Francisco—580 Market St., W. S. Grant, General Manager.....Exbrook 6685
Los Angeles—412 W. 6th St., Murray Bothwell, Mgr.....Vandike 5875
Stations—KHSL, Chico, Calif.; KMYC, Marysville, Calif.; KYOS, Merced, Calif.; KTRB, Modesto, Calif.; KDON, Monterey, Calif.; KVCV, Redding, Calif.; KTKC, Visalia, Calif.; KFJI, Klamath Falls, Ore.

HOMER GRIFFITH CO.

Hollywood—6362 Hollywood Blvd. (28).....Granite 6113
Homer Griffith, Owner and Manager, Earl Pollock.
San Francisco—580 Market St., W. S. Grant, General Manager.....EXbrook 6685
Los Angeles—412 W. 6th St., Murray Bothwell, Manager.....VAndike 5875
Stations—KFQD, Ankorage, Alaska; KGER, Long Beach, Calif.; KTRB, Modesto, Calif.; KJBS, San Francisco, Calif.; KVEC, San Luis Obispo, Calif.; KSRO, Santa Rosa, Calif.; KTKC, Visalia, Calif.; KHUB, Watsonville, Calif.; WIRE, Indianapolis, Ind.; KFNF, Shenandoah, Ia.; KSEI, Pocatello, Ida.; KTFI, Twin Falls, Ida.; WHLS, Port Huron, Mich.; KGEZ, Kalispell, Mont.; KENO, Las Vegas, Nev.; KWIL, Albany, Ore.; KBKR, Baker, Ore.; KMED,

Medford, Ore.; KWJJ, Portland, Ore.; KODL, The Dalles, Ore.; WKOK, Sunbury, Pa.; KELA, Centralia, Wash.; KPOW, Powell, Wyo.; KVRS, Rock Springs, Wyo.; KWYO, Sheridan, Wyo.; KTOH, Lihue, T. H. The Homer Griffith Co. also functions as the West Coast division of the Howard Wilson Co.

MELCHOR GUZMAN COMPANY, INC.

(Latin American Representative)

New York—9 Rockefeller Plaza, A. M. Martinez.....CIrcle 7-2450

Stations—Argentina: LR1, LRX & LRU, Buenos Aires; Blue & White Network: LU2, Bahia Blanca; LV2, Cordoba; LW2-L RM, Mendoza; LT5, Resistencia; LT3, Rosario; LV9, Salta; LV5, San Juan; LT9, Santa Fe; LV7, Tucuman.

Bolivia: CP3, CP38 & CP2, La Paz.

Chile; CB57 & CB 1180, Santiago; CB90, Valparaiso; RADIO Nacional de Agricultura Network: CA141, Antofagasta; CC64, Concepcion; CD84, Osborno; CD111, Punta Arenas; CD70, Temuco; CR90, Tocopilla; CD132, Valdivia.

Columbia: HJFM-HJFH, Armenia; HJAN-HJAB, Barranquilla; HJCZ-HJCX, Bogota; HJEB-HJED, Cali; HJAF-HJAE, Cartagena; HJBB-HJBC, Cucuta; HJFD-HJFB, Manizales; HJDK-HJDP, Medellin; HJFF & HJFK, Pereira.

Costa Rica: TIPG, San Jose.

Cuba: CMQ-COCQ, Havana; CMQ Network: CMJL & CMJK, Camaguey; CMKJ & CMKF, Holguin; CMHQ, Santa Clara; CMKU, Santiago.

Dominican Republic: HIZ-HI1Z, C. Trujillo.

Ecuador: HC2AJ-HC2AK, Guayaquil.

Guatemala: TGW, TGWB, TGWC & TGWA, Guatemala City.

Honduras: HRP1, San Pedro Sula; HRN, Tegucigalpa.

Mexico: XEFQ, Cananea; XEBW, Chihuahua; XEBL, Culiacan; XED-XEDQ, Guadalajara; XEDR, Guaymas; XEFM, Leon; XEDS, Mazatlan; XEZ, Merida; XEQ-XEQQ, Mexico City; XET-XETA, Monterrey; XEGL, Navajoa; XEFW-XETW, Tampico; XETB, Torreon.

Nicaragua: YNPS & YNDS, Managua.

Panama: HP5K-HOK, Colon; HP5A & HOC, Panama City.

Peru: OAX6C-OAX6E, Arequipa; OAX1A, Chiclayo; OAX7A, Cuzco; OAX4P, Huancayo; OAX4U-OAX4V-OAX4W & OAX4B-OAX4G, Lima; OAX2A, Trujillo.

Puerto Rico: WKAQ, San Juan.

Paraguay: ZP3, Asuncion.

El Salvador: YSS-HUD-YSD, San Salvador; YSR, San Salvador.

Uruguay: CX16-CX24, Montivideo; CW7, Carmelo; CW33, Florida; CW43, Lavalleja; CX14-CXA19 & CX18-CXA9, Montevideo; CW35, Paysandu; CX43, Rivera; CW19, Rocha; CW31, Salto; CW41, San Jose; CW46, Tacuarembo; CW45, Treinta Y Tres.

Venezuela: YV6RA-U, C. Bolivar; YV5RA-N, Caracas; YV1RF-X, Maracaibo.

HEADLEY-REED COMPANY

New York—405 Lexington Ave.....MUrray Hill 3-5470

Frank M. Headley, President; John D. Allison, Stephen A. Machcinski, George De Pue, Jr., Earl B. Salmon.

Chicago—180 N. Michigan Ave.....Franklin 4686

Dwight S. Reed, Vice-President; John W. Davis, Paul R. Weeks.

Detroit—New Center Bldg., Harry H. Walsh.....Madison 4675

Atlanta—Glenn Bldg., Gregory Murphy, Jr.....Walnut 1636

San Francisco—300 Montgomery St., Ralph W. Mitchell.....Yukon 1265

Stations—WSGN, Birmingham, Ala.; WAGF, Dothan, Ala.; WSFA, Montgomery, Ala.; WALA, Mobile, Ala.; WNBC, Hartford, Conn.; WNLC, New London, Conn.; WFTL, Miami, Fla.; WAGA, Atlanta, Ga.; WGAC, Augusta, Ga.; WROK, Rockford, Ill.; KANS, Wichita, Kans.: WITH, Balti-

more, Md.; WSAM, Saginaw, Mich.; KFEQ, St. Joseph, Mo.; KMMJ, Grand Island, Nebr.; WKNE, Keene, N. H.; WBAB, Atlantic City, N. J.; WHLD, Niagara Falls, N. Y.; WKIP, Poughkeepsie, N. Y.; WFAS, White Plains, N. Y.; WSOC, Charlotte, N. C.; WSJS, Winston-Salem, N. C.; WJW, Akron, Ohio; WLOK, Lima, Ohio; WFMJ, Youngstown, Ohio; WSAN, Allentown, Pa.; WFBG, Altoona, Pa.; WJAC, Johnstown, Pa.; WAPO, Chattanooga, Tenn.

HOMER HOGAN & CO.

Chicago—410 N. Michigan Ave., Homer Hogan, General Manager.....Whitehall 4488
Station—KWBU, Corpus Christi, Texas.

GEORGE P. HOLLINGBERY CO.

Chicago—307 N. Michigan Avenue (1).....State 2898
George P. Hollingbery, President; Fred F. Hague, Frank E. McCarthy, Charles E. Compton.

New York City—420 Lexington Avenue (17).....MUrray Hill 3-9447
F. E. Spencer, Jr., Manager; Paul J. Senft, Noel C. Breault, George E. Klayer.

Atlanta—Healey Bldg. (3), M. P. Martin, Manager.....Walnut 3856

San Francisco—300 Montgomery St. (4), R. J. Birch, Manager.....Douglas 4393

Los Angeles—607 S. Hill Street (14), J. V. Fisher, Manager.....Van Dyke 7386
Stations—WPDQ, Jacksonville, Fla.; WIOD, Miami, Fla.; WSAV, Savannah, Ga.; WAAF, Chicago, Ill.; KSCJ, Sioux City, Ia.; WJBO, Baton Rouge, La.; WSPR, Springfield, Mass.; WBCM, Bay City, Mich.; WWJ, Detroit, Mich.; WEBC, Duluth, Minn.; WJDX, Jackson, Miss.; WREN, Lawrence, Kans.-Kansas City, Mo.; KOWH, Omaha, Nebr.; WMFF, Plattsburg, N. Y.; WHAM, Rochester, N. Y.; WBIG, Greensboro, N. C.; WADC, Akron, Ohio; WHIO, Dayton, Ohio; WEEU, Reading, Pa.; WARM, Scranton, Pa.; WTMA, Charleston, S. C.; WORD, Spartanburg, S. C.; WSPA, Spartanburg, S. C.; KTSM, El Paso, Texas; KVI, Tacoma, Wash.; WEAU, Eau Claire, Wisc.; Arrowhead Network (WEBC, Duluth; WMFG, Hibbing; WHLB, Virginia, Minn.).

HAL HOLMAN CO.

Chicago—360 N. Michigan Ave.....Franklin 0016
Hal Holman, Owner.

New York—551 Fifth Avenue.....MUrray Hill 2-1983
J. Wythe Walker, Eastern representative.
Stations—WGOV, Valdosta, Ga.; WAYX, Waycross, Ga.; WHBU, Anderson, Ind.; WLBC, Muncie, Ind.; KROS, Clinton, Ia.; KICD, Spencer, Ia.; WJBK, Detroit, Mich.; WHLS, Port Huron, Mich.; WTCM, Traverse City, Mich.; WMIN, Minneapolis, Minn.; KAND, Corsicana, Texas; WIBU, Madison, Wisc.; WMAM, Marinette, Wisc.

INLAND BROADCASTING SERVICE

Winnipeg, Man.—171 McDermot Ave..... 92531
Dawson Richardson, President; L. J. Ham, Secretary-Treasurer; W. E. Wilson, Manager.
Stations—CFCN, Calgary, Alta.; CFRN, Edmonton, Alta.; CKPR, Fort William, Ont.; CFQC, Saskatoon, Sask.; CJGX, Yorkton, Sask.

INTERCOLLEGIATE BROADCASTING STATION REPRESENTATIVES

New York—507 Fifth Ave.....VAnderbilt 6-6075
Louis M. Bloch, Jr., Manager.

Schenectady—Sacandaga Rd., David W. Borst.....
College Stations—University of Alabama, Tuscaloosa, Ala.; Brown University, Providence, R. I.; Columbia University, New York, N. Y.; Univer-

sity of Connecticut, Storrs, Conn.; Cornell University, Ithaca, N. Y.; Georgetown University, Washington, D. C.; Hamilton College, Clinton, N. Y.; Harvard University, Cambridge, Mass.; Haverford College, Haverford, Pa.; Knox College, Galesburg, Ill.; University of Maryland, College Park, Md.; Princeton University, Princeton, N. J.; Rhode Island State College, Kingston, R. I., Union College, Schenectady, N. Y.; University of Nebraska, Lincoln, Nebr.; Wesleyan University, Middletown, Conn.; Williams College, Williamstown, Mass.; Yale University, New Haven, Conn.; Radcliffe College, Cambridge, Mass.; Barnard College, New York, N. Y.; Pembroke, College, Providence, R. I.

THE KATZ AGENCY, INC.

New York City—500 Fifth Avenue.....WIsconsin 7-8620
G. R. Katz, President; S. L. Katz, Vice-President; Eugene Katz, Secretary; M. J. Beck, Treasurer; G. W. Brett, Vice-President & Sales Manager; A. Doris, S. R. Rintoul, M. S. Kellner, D. H. Denenholz, M. J. Flynn, H. R. Goldberg, Martin Beck, J. T. Ott, W. M. Morton.

Chicago—307 N. Michigan Avenue.....Central 4006
G. H. Gunst, Vice-President & Manager; Sidney L. Katz, Lowell E. Jackson, Stanley Reulman, Wm. Bailey, David H. Decker, Roy Miller.

Detroit—General Motors Bldg.....Trinity 2-7685
Ralph Bateman, Manager; W. J. Davis.

Kansas City—Bryant Bldg.....Victor 7095
Gordon Gray, Manager, Charles Eatough.

Atlanta—22 Marietta Street Bldg.....Walnut 4795
Fred M. Bell, Manager, Charles Coleman.

Dallas—Republic Bank Bldg., Frank Brimm.....Central 7936

Los Angeles—530 W. 6th Street.....Tucker 3219
Thomas Ray, Mgr.

San Francisco—Monadnock Bldg.....Sutter 7498
Richard S. Railton, Manager.
Stations—KLRA, Little Rock, Ark.; KVOR, Colorado Springs, Colo.; KLZ, Denver, Colo.; WDAE, Tampa, Fla.; WGST, Atlanta, Ga.; WMAZ, Macon, Ga.; WTOC, Savannah, KGU, Honolulu, Hawaii; WCFL, Chicago, Ill.; WTAD, Quincy, Ill.; WFBM, Indianapolis, Ind.; WMT, Cedar Rapids, Ia.; KRNT, Des Moines, Ia.; KSO, Des Moines, Ia.; WWL, New Orleans, La.; WLAW, Lawrence, Mass.; KGHL, Billings, Mont.; WKRC, Cincinnati, Ohio; WSPD, Toledo, Ohio; WKY, Oklahoma City, Okla.; WFIL, Philadelphia, Pa.; WCAE, Pittsburgh, Pa.; WNAX, Yankton, S. D.; WREC, Memphis, Tenn.; KUTA, Salt Lake City, Utah; KFPY, Spokane, Wash.; WISN, Milwaukee, Wisc.

JOHN KEATING

Portland, Ore.—616 Studio Bldg. (5).....BEacon 1009
John Keating, James McLoughlin, Manager.
Stations—KIDO, Boise, Ida.; KRLC, Lewiston, Ida.; KTFI, Twin Falls, Ida.; KWIL, Albany, Ore.; KAST, Astoria, Ore.; KBKR, Baker, Ore.; KBND, Bend, Ore.; KODL, The Dalles, Ore.; KORE, Eugene, Ore.; KUIN, Grants Pass, Ore.; KFJI, Klamath Falls, Ore.; KLBM, La Grande, Ore.; KOOS, Marshfield, Ore.; KMED, Medford, Ore.; KWRC, Pendleton, Ore.; KRNR, Roseberg, Ore.; KSLM, Salem, Ore.; KXRO, Aberdeen, Wash.; KVOS, Bellingham, Wash.; KELA, Centralia, Wash.; KEVE, Everett, Wash.; KWLK, Longview, Wash.; KGY, Olympia, Wash.; KFPY, Spokane, Wash.; KMO, Tacoma, Wash.; KUJ, Walla Walla, Wash.; KPQ, Wenatchee, Wash.; KIT, Yakima, Wash.

RAY LINTON & CO.

New York City—1 E. 42nd Street.....MUrray Hill 2-1809
Ray Linton, Owner; Blanche Horowitz, Secretary.

Chicago—360 N. Michigan Avenue.....State 6662
Harold Higgins, Mgr.
Stations—WAIT, Chicago, Ill.

JOSEPH HERSHEY McGILLVRA, INC.

New York—366 Madison Avenue (17).....MUrray Hill 2-8755
Joseph H. McGillvra, President; Adam J. Young, Jr., Sales Manager; Eugene H. Kraemer, Fred E. Wester, Robt. S. Russell, Albert A. Cormier

Chicago—919 North Michigan Avenue (11) ..... Superior 3444
Walter Beadell, Manager; N. P. Colwell, Jack Kamsler.

Los Angeles—445 Western Pacific Bldg. (15) ..... Prospect 5319
Albert M. Tewskbury, Forrest Pearson.

San Francisco—627 Mills Building (4) ..... Sutter 1393
Duncan A. Scott, Dorothy Hill.
Stations—KLX, Oakland, Calif.; KPAS, Pasadena (Los Angeles), Calif.; KPRO, Riverside, Calif.; KROY, Sacramento, Calif.; KVOD, Denver, Colo.; WBRY, Waterbury, Conn.; WTSP, St. Petersburg, Fla.; WBML, Macon, Ga.; WNOE, New Orleans, La.; WMEX, Boston, Mass.; WLAV, Grand Rapids, Mich.; KCMO, Kansas City, Mo.; WOV, New York, N. Y.; WSAY, Rochester, N. Y.; KOME, Tulsa, Okla.; KXL, Portland, Ore.; KPAC, Port Arthur, Texas; KSUB, Cedar City, Utah; KUNU, Logan, Utah; KLO, Ogden, Utah; KEUB, Price, Utah; KOVO, Provo, Utah; WSYB, Rutland, Vt.; KMO, Tacoma, Wash.; KIT, Yakima, Wash.; KPQ, Wenatchee, Wash.; WGKV, Charleston, W. Va.
XEW-XEQ, Mexico City, Mexico; RHC-Cadena Azul, Havana, Cuba.
CJCJ, Calgary, Alta.; CJOR, Vancouver, B. C.; CKX, Brandon, Man.; CFAR, Flin Flon, Man.; CKY, Winnipeg, Man.; CKCW, Moncton, N. B.; CHSJ, Saint John, N. B.; CHML, Hamilton, Ont.; CFPL, London, Ont.; CKCO, Ottawa, Ont.; CFOS, Owen Sound, Ont.; CHOV, Pembroke, Ont.; CFLC, Prescott, Ont.; CKTB, St. Catharines, Ont.; CFRB, Toronto, Ont.; CKCL, Toronto, Ont.; CKLW, Windsor, Ont.; CHLP, Montreal, Que.; CKAC, Montreal, Que.; CHNC, New Carlisle, Que.; CHRC, Quebec, Que.; CJBR, Rimouski, Que.; CJRL, Kenora, Ont.; CKRM, Regina, Sask.; CJGX, Yorkton, Sask.

J. P. McKINNEY & SON

New York City—30 Rockefeller Plaza, N. L. O'Brien ..... CIrcle 7-1178

Chicago—400 N. Michigan Avenue ..... Superior 9866

Los Angeles—6362 Hollywood Blvd. ..... Granite 9596
Homer Griffith, Manager.

San Francisco—681 Market St., R. J. Bidwell, Manager ..... Garfield 5512
Stations—WTHT, Hartford, Conn.; WDAN, Danville, Ill.; WOKO, Albany, N. Y.; WABY, Albany, N. Y.; WENY, Elmira, N. Y.; WHDL, Olean, N. Y.; WHEC, Rochester, N. Y.; WRAK, Williamsport, Pa.

NATIONAL BROADCASTING COMPANY

(National Spot and Local Sales Division)

New York City—30 Rockefeller Plaza ..... CIrcle 7-8300
James V. McConnell, National Spot and Local Sales Manager; W. O. Tilenius, Assistant Manager; W. C. Roux, Assistant Manager.

Boston—Bradford Hotel, E. Kettell ..... Hancock 4261

Cleveland—815 Superior Ave., N. E., Donald G. Stratton ..... Cherry 0942

Chicago—Merchandise Mart ..... Superior 8300
Oliver Morton, Manager.

Denver—1625 California Street, James MacPherson ..... Main 6211

Hollywood—Sunset Blvd. & Vine St., Fred Selzer, Jr. ..... Hollywood 6161

San Francisco—111 Sutter Street, Donald Norman ..... Sutter 1920

Washington, D. C.—Trans-Lux Bldg., Mahlon Glascock ..... Republic 4000
Stations—KPO, San Francisco, Calif.; KOA, Denver, Colo.; WRC, Washington, D. C.; WMAQ, Chicago, Ill.; WOWO-WGL, Fort Wayne, Ind.; WBZ-WBZA, Boston-Springfield, Mass.; WEAF, New York, N. Y.; WGY, Schenectady, N. Y.; WTAM, Cleveland, Ohio; KYW, Philadelphia, Pa.; KDKA, Pittsburgh, Pa.

NORTHERN BROADCAST SALES

Toronto—Bank of Commerce Bldg. ..... Elgin 1165
Jack K. Cooke, General Manager; R. A. Leslie, Manager; N. D. Brown, C. E. Wingrove, Sonya Barnett.

Montreal—310 Keefer Bldg. ..... HArbour 3051
Roy Hoff, Manager.
Stations—CKWS, Kingston, Ont.; CJKL, Kirkland Lake, Ont.; CFCH, North Bay, Ont.; CHEX, Peterborough, Ont.; CKGB, Timmins, Ont.; CKRN, Rouyn-Noranda, Que.; CKVD, Val D'Or, Que.; CHAD, Amos (Northern Quebec B'casting System).

NORTHWEST RADIO ADVERTISING CO.

Seattle—American Bldg. ..... Elliot 5488
Edwin A. Kraft, General Manager; W. L. Paul, Assistant Manager.
Stations—KINY, Juneau, Alaska; KTKN, Ketchikan, Alaska.

PAN AMERICAN BROADCASTING COMPANY

(Latin-American and Foreign Station Representative)

New York City—330 Madison Avenue, E. Bernald, Manager ..... MUrray Hill 2-0811
Chicago—228 North La Salle St., F. R. Jones, Manager ..... State 5096
Cleveland—1635 East Twenty-Fifth St., Alonzo Hawley ..... Prospect 2922
Hollywood—6362 Hollywood Blvd., H. O. Griffith ..... Granite 1726
San Francisco—681 Market St., S. P. LaDue ..... Douglas 4475
Seattle—White Bldg., Hal Pearce ..... Main 6626
Stations: Argentina: Red Argentina de Emisoras Splendid (11-station network) Bolivia: CP2, La Paz; British Guiana: ZFY, Georgetown; Chile: Cooperativa Vitalicia (7-station network); Columbia: Radio Continental (4-station network); Costa Rica: TIPG, San Jose; Dominican Republic: HIN, Ciudad Trujillo; Ecuador: HCIBF, Quito and HCRB, Guayaquil; El Salvador: YSP, San Salvador; Guatemala: TGW, Guatemala City; Haiti: HHW and HHBM, Port-au-Prince; Honduras: HRN, Tegucigalpa; Nicaragua: YNRS-YNPH, Managua; Panama: HP5G-HOA, Panama City; Paraguay: ZP9-ZP1, Ascuncion; Peru: Compania Peruana de Radiodifusion (7-station network) and OAX4A-OAX4T-OAX4Z, Lima; Puerto Rico: WIAC, San Juan; Montevideo; Venezuela: YV5RA-YV5RN, Caracas and YVIRA-YVIRV and YVIRK-YVIRL, Maracai o; Newfoundland: VONF-VONG-VONH, St. Johns; KFQD, Ankorage, Alaska.

JOHN E. PEARSON COMPANY

Chicago—360 N. Michigan Avenue ..... FRanklin 2359
John E. Pearson, Owner; Kay Fisher; Audrey Bremer
New York—250 Park Ave. ..... PLaza 8-2255
Hines Hatchett, Manager; John McSweeney; Shirley Hollender
Stations—WJJD, Chicago, Ill.; WIRE, Indianapolis, Ind.; WAOV, Vincennes, Ind.; KDTH, Dubuque, Ia.; KGGF, Coffeyville, Kans.; KSAL, Salina, Kans.; WEW, St. Louis, Mo.; KGBX, Springfield, Mo.; KWTO, Springfield, Mo.; WLOL, St. Paul, Minn.; WIND, Gary-Chicago, Ill.; WQXR, New York, N. Y.; KLCN, Blytheville, Ark.; WCAR, Pontiac, Mich.; KGKL, San Angelo, Texas; KPLT, Paris, Texas; KBST, Big Spring, Texas; KRBC, Abilene, Texas; KCMC, Texarkana, Texas; WHBL, Sheboygan, Wisc.; KATE, Albert Lea-Austin, Minn.; KYSM, Mankito, Minn.; KROC, Rochester, Minn.; WCAZ, Carthage, Ill.; KFVS, Cape Givadeau, Mo.; KHMO, Hannibal, Mo.; WKRO, Cairo, Ill.

JOHN H. PERRY ASSOCIATES

New York—310 East 45th St. ..... MUrray Hill 4-1647
William K. Dorman, Manager; W. T. Kelly, Wilmer Clark.
Chicago—122 S. Michigan Avenue, O. J. Ranft, Manager ..... Harrison 8085
Detroit—7338 Woodward Avenue, J. J. Higgins, Manager ..... Madison 0790
Atlanta—1220 Rhodes-Haverty Bldg., Mrs. Alice S. Grant, Manager ..... Walnut 1334
Philadelphia—12 South 12th St., Robert Hitchings, Manager ..... Walnut 3555
Stations—WJHP, Jacksonville, Fla.; WTMC, Ocala, Fla.; WDLP, Panama City, Fla.; WCOA, Pensacola, Fla.; WCMI, Ashland, Ky.; WLAP, Lexington, Ky.

EDWARD PETRY & COMPANY, INC.

New York City—17 East 42nd Street ..... MUrray Hill 2-4401
Edward Petry, President; Henry Christal, Secretary-Treasurer; Henry Ring-

gold, Albert Young, Jr., Mason McGuire, Lloyd George Venard, Volney F. Righter, Francis Conrad, John Harrington, Oliver Presbrey.

Chicago—400 N. Michigan Avenue.....Delaware 8600
Edward Voynow, Vice-President; John Ashenhurst, Robert Boneil, James L. Thompson, Irvin Gross, Buell Herman.

Detroit—General Motors Bldg.....Madison 1035
William Cartwright.

San Francisco—Russ Bldg., Earle H. Smith.....Garfield 4010

Los Angeles—601 W. 5th Street, Chester Matson.....Michigan 8729

St. Louis—Shell Bldg., George Kercher.....Chestnut 7191
Stations—KARK, Little Rock, Ark.; KARM, Fresno, Cal.; KFI, Los Angeles, Calif.; KQW, San Francisco, Calif.; WICC, Bridgeport, Conn.; WSB, Atlanta, Ga.; KFH, Wichita, Kans.; WHAS, Louisville, Ky.; WSMB, New Orleans, La.; WBAL, Baltimore, Md.; WNAC, Boston, Mass.; WLLH, Lowell, Mass.; WMAS, Springfield, Mass.; WAAB, Worcester, Mass.; WJR, Detroit, Mich.; KSTP, St. Paul, Minn.; WDAF, Kansas City, Mo.; KFAB, Lincoln, Nebr.; KOIL, Omaha, Nebr.; WBEN, Buffalo, N. Y.; WAGE, Syracuse, N. Y.; WGAR, Cleveland, Ohio; KVOO, Tulsa, Okla.; KGW, Portland, Ore.; WEAN, Providence, R. I.; WSM, Nashville, Tenn.; WFAA, Dallas, Texas; KGKO, Ft. Worth-Dallas, Texas; WBAP, Fort Worth, Texas; KPRC, Houston, Texas; WOAI, San Antonio, Texas; KSL, Salt Lake City, Utah; WTAR, Norfolk, Va.; WRNL, Richmond, Va.; KOMO, Seattle, Wash.; KHQ, Spokane, Wash.; KGA, Spokane, Wash.; WTMJ, Milwaukee, Wisc.; Texas Quality Network; Yankee Network.

RALPH L. POWER

(Australian Representative)

Los Angeles—405-7 Van Nuys Bldg. (14).....Madison 5617
Station—Representation of stations in Australia, New Zealand and South Africa.

RADIO ADVERTISING CO.

New York—521 Fifth Avenue (17).....MUrray Hill 2-2170
Louis J. F. Moore, Manager; John Mayo.

Chicago—333 N. Michigan Avenue (1).....Central 1743
R. L. Swats, Jr., Manager.

Detroit—General Motors Bldg. (2), Richard F. Kopf, Manager.....UNiversity 2-3553

San Francisco—Russ Bldg. (4), David H. Sandeberg, Manager.....Exbrook 2093

Los Angeles—707 South Hill St. (14), J. Leslie Fox, Walter O. Miles.....Vandike 1901
Stations—KWBW, Hutchinson, Kans.; KROC, Rochester, Minn.; WJNO, W. Palm Beach, Fla.; WAZL, Hazleton, Pa.; WEST, Easton, Pa.; WCLE, Cleveland, Ohio; WHKC, Columbus, Ohio; WTOL, Toledo, Ohio; WMBS, Uniontown, Pa.; The Oklahoma Network.

RADIO CENTRE LIMITED

Toronto—74 Wellington St., West.....WAverly 2036
D. Spencer Grow, Manager.
Station—CJCJ, Calgary, Alberta.

RADIO REPRESENTATIVES, LTD.

Toronto—4 Albert Street.....WAverly 5564
J. Slatter, Managing Director.

Montreal—337 Dominion Square Bldg., W. Dippie, Mgr.....HArbour 7811
Stations—CFCN, Calgary, Alta.; CFRN, Edmonton, Alta.; CKMO, Vancouver, B. C.; CKPR, Fort William, Ont.; CKCL, Toronto, Ont. (Montreal only); CKCH, Hull, Que.; CKCV, Quebec City, Que.; CHLN, Three Rivers, Que.; CHLT, Sherbrooke, Que.; CFQC, Saskatoon, Sask.

RADIO SALES

(The Spot Broadcasting Division of the Columbia Broadcasting System)

New York—485 Madison Avenue.....Wickersham 2-2000
Howard S. Meighan, Eastern Sales Manager; Howard L. Schreiber, Sales Service Manager; Chas. H. Smith, Supervisor of Research; Wm. L. Rayburn, Promotion Director; Emmett J. Heerdt, Jr., Mgr., Clearance Dept.; Herbert A. Carlborg, G. R. Dunham, Jr., Wilbur Edwards, A. H. Flaten, Don Miller, Charles E. Morin, Roy F. Shults, David V. Sutton.

Chicago—410 N. Michigan Avenue.....Whitehall 6900
J. Kelly Smith, General Sales Manager; Ted McLoney, Gordon Owen, J. M. Ward, Wm. Parker.

St. Louis—Mart Bldg., Carter Ringlep, Sales Manager.....Central 8240

Charlotte, N. C.—Wilder Bldg., Royal Penny, Sales Manager.....Charlotte 3-8833

San Francisco—Palace Hotel.....Yukon 1700
Ole G. Morby, Sales Manager for Northern California & the Northwest.

Los Angeles—Columbia Square.....Hollywood 1212
Meredith Pratt, Sales Manager for Southern California.
Stations—WAPI, Birmingham, Ala.; KNX, Los Angeles, Calif.; WTOP, Washington, D. C.; WBBM, Chicago, Ill.; WEEI, Boston, Mass.; WCCO, Minneapolis-St. Paul, Minn.; KMOX, St. Louis, Mo.; WABC, New York, N. Y.; WBT, Charlotte, N. C.; Columbia California Network; Columbia New England Network; Columbia Pacific Network.

WILLIAM G. RAMBEAU COMPANY

Chicago—360 N. Michigan Ave.....Andover 5566
William G. Rambeau, Owner; Frank M. Reed, Mary S. Rudd, Helen G. Dooley.

New York City—Chanin Bldg.....LExington 2-1820
Paul S. Wilson, Manager; Helen Shatsick, Dorothy P. Phillips.

Los Angeles—5833 Fernwood Ave., Fred L. Allen, Manager.....Granite 3636
Stations—KTKC, Fresno-Visalia, Calif.; KFWB, Los Angeles, Calif.; KFMB, San Diego, Cal.; KJBS, San Francisco, Calif.; KMYR, Denver, Colo.; WNAB, Bridgeport, Conn.; WELI, New Haven, Conn.; WATR, Waterbury, Conn.; KBUR, Burlington, La.; WJEJ, Hagerstown, Md.; WDSM, Duluth-Superior, Minn.; WDGY, St. Paul-Minneapolis, Minn.; WIL, St. Louis, Mo.; WJTN, Jamestown, N. Y.; WHN, New York, N. Y.; WHEB, Portsmouth, N. H.; KBON, Omaha, Nebr.; WJAS, Pittsburgh, Pa.; WRAW, Reading, Pa.; WFCI, Pawtucket, R. I.; WHBQ, Memphis, Tenn.; KEVR, Seattle, Wash.

PAUL H. RAYMER CO.

Chicago—435 N. Michigan Avenue (11).....Superior 4473
Paul H. Raymer, Manager; Walter I. Tenney, Richard F. Kopf.

New York—366 Madison Avenue (17).....MUrray Hill 2-8689
Fred C. Brokaw, Manager; Peirce L. Romaine, Paul Tiemer, Garfield C. Packard.

Detroit—General Motors Bldg. (2), Walter I. Tenney.....Trinity 2-3553

San Francisco—Russ Bldg. (4), David H. Sandeberg.....Exbrook 2093

Los Angeles—707 South Hill St. (14), J. Leslie Fox, Walter O. Miles.....Vandike 1901
Stations—WBRC, Birmingham, Ala.; Arizona Broadcasting Co.; KTAR, Phoenix, Ariz.; KVOA, Tucson, Ariz.; KERN, Bakersfield, Calif.; KXO, El Centro, Calif.; KMJ, Fresno, Calif.; KMPC, Los Angeles, Calif.; KFBK, Sacramento, Calif.; KFSD, San Diego, Calif.; KTMS, Santa Barbara, Calif.; KWG, Stockton, Calif.; WDRC, Hartford, Conn.; WDEL-WILM, Wilmington, Del.; WMBR-WFOY, Jacksonville-St. Augustine, Fla.; WSBT, South Bend, Ind.; KWFT, Wichita Falls, Kans.; WGAN, Portland, Me.; WCAO, Baltimore, Md.; WTAG, Worcester, Mass.; Michigan Radio Network; WXYZ, Detroit, Mich.; WOOD-WASH, Grand Rapids, Mich.; KWK, St. Louis, Mo.; WHK, Cleveland, Ohio; KOH, Reno, Nev.; WSYR, Syracuse, N. Y.; WTRY, Troy N. Y.; WKBN, Youngstown, Ohio; KEX, Portland, Ore.; WKBO, Harrisburg, Pa.; WGAL, Lancaster, Pa.; WORK, York, Pa.;

WPRO, Providence, R. I.; WDOD, Chattanooga, Tenn.; WLAC, Nashville, Tenn.; WRVA, Richmond, Va.; KJR, Seattle, Wash.; Arizona Broadcasting Co.; McClatchy Bee Line; Tri-Penn Group.

VIRGIL REITER & CO.

Chicago—400 N. Michigan Ave. (11).....Superior 5072
Virgil Reiter, Jr., Owner.
Stations—WIBX, Utica, N. Y.; WCAU, Philadelphia, Pa.

REYNOLDS-FITZGERALD, INC.

New York City—515 Madison Ave.....ELdorado 5-7020
Herbert Hatfield, Robert S. McLean, C. Harry Weissner, Lou W. Turck, John H. Goetz.

Chicago—360 N. Michigan Ave.....State 4294
John T. Fitzgerald, John E. Rohde, Harold E. Hinrichs.

Detroit—General Motors Bldg., Richard T. Healy.....Madison 4250

Philadelphia—Land Title Bldg., L. W. Turck.....Rittenhouse 3839

San Francisco—58 Sutter Street.....Garfield 6144
Judson H. Carter, Ralph E. DeMotte.

Los Angeles—117 West Ninth Street, Charles E. Fisher.....Tucker 2474
Station—WSAU, Wausau, Wisc.

SEARS & AYER, INC.

Chicago—612 N. Michigan Ave.....Superior 8177
B. H. Sears, President; A. T. Sears, Secretary-Treasurer.

New York City—295 Madison Ave., P. Joseph Bogner, Jack Martin.....LExington 2-0772

Kansas City—15 W. 10th St., Wm. Temple, Mgr.....Victor 0021
Stations—WHMA, Anniston, Ala.; WJBY, Gadsden, Ala.; WMOB, Mobile, Ala.; WMSD, Muscle Shoals, Ala.; WHBB, Selma, Ala.; WKEU, Griffin, Ga.; WMTV, East St. Louis, Ill.; WGIL, Galesburg, Ill.; WCBS, Springfield, Ill.; KTSW, Emporia, Kans.; WSON, Henderson, Ky.; WHOP, Hopkinsville, Ky.; WPAD, Paducah. Ky.; WHDF, Calumet-Houghton, Mich.; WJMS, Ironwood, Mich.; WGCM, Biloxi-Gulfport, Miss.; WCBI, Columbus, Miss.; WFOR, Hattiesburg, Miss.; WAML, Laurel, Miss.; KWOS, Jefferson, Mo.; WMBH, Joplin, Mo.; KORN, Fremont, Nebr.; KGFW, Kearney, Nebr.; WBTA, Batavia, N. Y.; WLPM, Suffolk, Va.; WATW, Ashland, Wisc.; KDFN, Casper, Wyo.; KPOW, Powell, Wyo.; KWYO, Sheridan, Wyo.; Lake Superior Radio Group.

SPOT SALES, INC.

New York—400 Madison Avenue.....ELdorado 5-5040
James D. Shouse, President; Loren L. Watson, Executive Vice-President; Peggy Stone, District Mgr.; Jack Koste

Chicago—360 N. Michigan Ave.....Franklin 8520
Stanley Young, Willie Kissick.

San Francisco—5 Third St., John Livingston, District Mgr.....Douglas 2536

Hollywood—1650 Cosmo St.....Hollywood 6928
John Livingston, District Mgr.; Grace Gibson.
Stations—KGHI, Little Rock, Ark.; KYA, San Francisco, Calif.; WOL, Washington, D. C.; WKAT, Miami Beach, Fla.; WATL, Atlanta, Ga.; WRBL, Columbus Ga.; WINN, Louisville, Ky.; WTBO, Cumberland, Md.; WHDH, Boston, Mass.; WMUR, Manchester, N. H.; WAAT, Newark, N. J. (outside N. Y. C.); WTTM, Trenton, N. J.; WAKR, Akron, Ohio; WSAI, Cincinnati, Ohio; WLW, Cincinnati, Ohio (West Coast Only); WCED, DuBois, Pa.; WERC, Erie, Pa.; WHJB, Greensburg, Pa.; WKST, New Castle, Pa.; WIBG, Philadelphia, Pa.; KQV, Pittsburgh, Pa.; WCOS, Columbia, S. C.; WMPS, Memphis, Tenn.; WSIX, Nashville, Tenn.; KNOW, Austin, Texas; WACO, Waco, Texas; WKWK, Wheeling, W. V.

STOVIN & WRIGHT

Toronto—1402 Victory Bldg. ADelaide 9184
H. N. Stovin, Partner; C. W. Wright, Partner; W. Enger, R. Bowden, J. Knox.

Montreal—608 Keefer Bldg., J. R. Pearcey, Mgr. Plateau 8749

Winnipeg—A. J. Messner, Manager, c/o Radio Station CKY. Winnipeg 92191
S. J. Irwin, F. Ward.
Stations—CJOR, Vancouver, B. C.; CKLN, Nelson, B. C.; CFPR, Prince Rupert, B. C.; CFAR, Flin Flon, Man.; CKX, Brandon, Man.; CKY, Winnipeg, Man.; CKCW, Moncton, N. B.; CHSJ, Saint John, N. B.; CFBR, Brockville, Ont.; CHML, Hamilton, Ont.; CKCR, Kitchener, Ont.; CFPL, London, Ont.; CKCO, Ottawa, Ont.; CFOS, Owen Sound, Ont.; CHPS, Parry Sound, Ont.; CHOV, Pembroke, Ont.; CKLW, Windsor, Ont.; CKAC, Montreal, Que.; CJBR, Rimouski, Que.; CHGB, Ste. Anne de la Pocatiere, Que.; CJRL, Kenora, Ont.; CJGX, Yorktown, Sask.

TEXAS DAILY PRESS LEAGUE, INC.

Dallas—507 Texas Bank Bldg., Irl W. Brown, Manager. Central 9026
New York—60 East 42nd St., Lowell W. Brown, Manager. MUrray Hill 6-1788
Chicago—360 N. Michigan Ave., Don B. Milliken, Manager. Franklin 5241
St. Louis—915 Olive St., Fred J. Wright, Manager. Chestnut 1965
San Francisco—155 Sansome St., R. J. Birch, Manager. Davenport 4164
Station—WDWS, Champaign-Urbana, Ill.

EDWARD S. TOWNSEND COMPANY

San Francisco—Russ Bldg., Edward S. Townsend, Owner. Exbrook 2164
Stations—WIOD, Miami, Fla.; WOR, New York, N. Y.

TRI-CITY STATIONS OF VIRGINIA

Lynchburg, Va.—Allied Arts Bldg., Philip P. Allen, Manager. Lynchburg 3032
Stations—WBTM, Danville, Va.; WLVA, Lynchburg, Va.; WSLS, Roanoke, Va.

J. FRANKLYN VIOLA AND COMPANY

(Foreign Language Representative)*

New York City—152 W. 42nd St., J. Franklyn Viola, President. CHickering 4-3254
*Stations represented for the broadcasting and producing of foreign language programs only.

THE WALKER COMPANY

New York—551 Fifth Avenue. MUrray Hill 2-0374
J. Wythe Walker, President.

Chicago—360 North Michigan Ave., Hal Holman. State 5262

Kansas City, Mo.—15 W. 10th St., Wm. Temple. Victory 0021

Los Angeles—568 Chamber of Commerce Bldg., Walter Biddick. Richmond 6184
Stations—KUOA, Siloam Springs, Ark.; KFXJ, Grand Junction, Colo.; KFKA, Greeley, Colo.; KSEI, Pocatello, Ida.; KTFI, Twin Falls, Ida.; KFJB, Marshalltown, Iowa; KOAM, Pittsburg, Kans.; WABI, Bangor, Me.; WSAR, Fall River, Mass.; KGIR, Butte, Mont.; KPFA, Helena, Mont.; KRBM, Bozeman, Mont.; WJAG, Norfolk, Nebr.; KGNF, North Platte, Nebr.; KLPM, Minot, N. D.; WICA, Ashtabula, Ohio; KABR, Aberdeen, S. D.; KOBH, Rapid City, S. D.; WRJN, Racine, Wisc.; Z-Bar Net (KGIR, Butte, Mont.; KPFA, Helena, Mont.; KRBM, Bozeman, Mont.).

WAXELBAUM & CO.

(Foreign Language Representative)

New York—132 West 43rd St. PEnnsylvania 6-0043
Benjamin Waxelbaum, Principal.
Stations—Representative for broadcasting and producing of foreign-language programs only.

WEED & CO.

New York—350 Madison Avenue.....VAnderbilt 6-4542
Joseph J. Weed, President; Grace Walsh, Secretary.
Chicago—203 N. Wabash Avenue.....Randolph 7730
C. C. Weed, Vice-President.
Detroit—General Motors Bldg., Charles M. Adell, Manager.....Madison 6366
Boston—Statler Bldg., Charles D. Kean, Manager.....Hubbard 5677
Hollywood—6253 Hollywood Blvd., Lincoln P. Simonds, Manager.....Hillside 8611
San Francisco—Mark Hopkins Hotel, Lincoln P. Simonds, Manager.....Yukon 1899
Stations—KSFO, San Francisco, Calif.; WTIC, Hartford, Conn.; WWDC, Washington, D. C.; WMBR, Jacksonville, Fla.; WSUN, St. Petersburg, Fla.; WSOY, Decatur, Ill.; WTAX, Springfield, Ill.; WEOA, Evansville, Ind.; WGBF, Evansville, Ind.; WBOW, Terre Haute, Ind.; KGLO, Mason City, Ia.; WDSU, New Orleans, La.; WRDO, Augusta, Me.; WLBZ, Bangor, Me.; WCSH, Portland, Me.; WORC, Worcester, Mass.; WSLI, Jackson, Miss.; KFBB, Great Falls, Mont.; WFEA, Manchester, N. H.; KGGM, Albuquerque, N. M., WEBR, Buffalo, N. Y.; WMCA, New York, N. Y.; WWNY, Watertown, N. Y.; WCOL, Columbus, Ohio; WIZE, Springfield, Ohio; WAYS, Charlotte, N. C.; WRAL, Raleigh, N. C.; WING, Dayton, Ohio; WJAR, Providence, R. I.; WFBC, Greenville, S. C.; WRR, Dallas, Texas; KFJZ, Fort Worth, Texas; Texas State Network; WCAX, Burlington, Vt.; WTAQ, Green Bay, Wisc.; New England Regional Network; CFAC, Calgary, Alta.; CJCA, Edmonton, Alta.; CFGP, Grand Prairie, Alta.; CJOC, Lethbridge, Alta.; CKOV, Kelowna, B. C.; CJAT, Trail, B. C.; CKWX, Vancouver, B. C.; CJVI, Victoria, B. C.; CKRC, Winnipeg, Man.; CFNB, Fredericton, N. B.; CHNS, Halifax, N. S.; CJCB, Sydney, N. S.; CKOC, Hamilton, Ont.; CKWS, Kingston, Ont.; CKJL, Kirkland Lake, Ont.; CFCH, North Bay, Ont.; CHEX, Peterborough, Ont.; CJCS, Stratford, Ont.; CKSO, Sudbury, Ont.; CKGB, Timmins, Ont.; CFCY, Charlottetown, P. E. I.; CFCF, Montreal, Que.; CHAB, Moose Jaw, Sask.; CKBI, Prince Albert, Sask.; CKCK, Regina, Sask.; Marjorie Mills Hour; Tobacco Network.

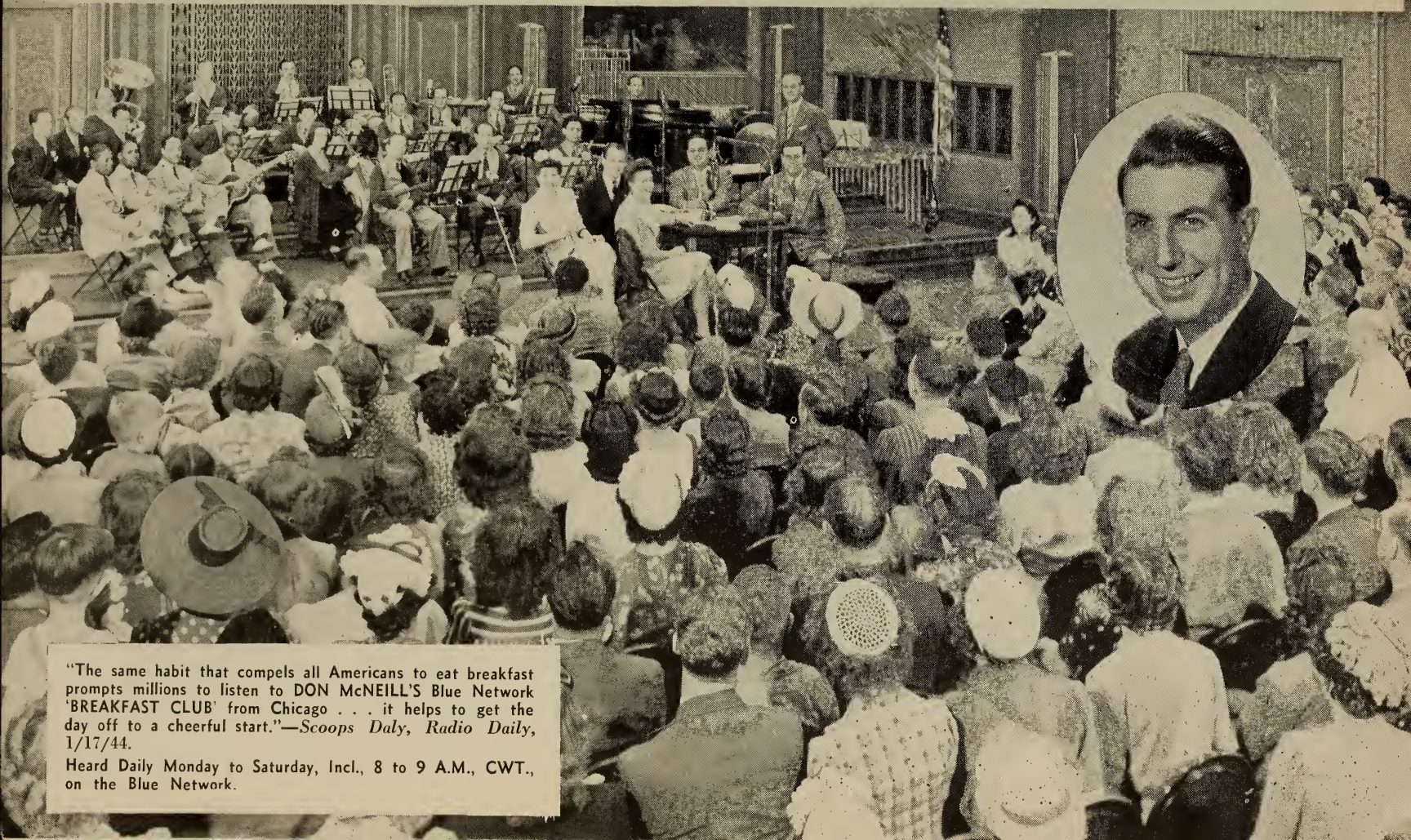
HOWARD H. WILSON COMPANY

Chicago—75 East Wacker Drive.....Central 8744
Howard H. Wilson, Owner; S. M. Aston, George E. Wilson.
New York—551 Fifth Ave.....MUrray Hill 6-1230
David F. Crosier, Manager; Clem A. Kracht.
Hollywood—6362 Hollywood Blvd., Homer O. Griffith.....Granite 6113
San Francisco—681 Market St., R. J. Bidwell.....Douglas 4475
Seattle—2102 Smith Tower Bldg., Robt. S. Nichols
Stations—WCOV, Montgomery, Ala.; KGHF, Pueblo, Colo.; KRLC, Lewiston, Ida.; WHBF, Rock Island, Ill.; WDZ, Tuscola, Ill.; KFBI, Wichita, Kans.; WFMD, Frederick, Md.; WSNY, Schenectady, N. Y.; WDNC, Durham, N. C.; WHKY, Hickory, N. C.; KWJJ, Portland, Ore.; WPIC, Sharon, Pa.; KELO, Sioux Falls, S. D.; KSOO, Sioux Falls, S. D.; WJHL, Johnson City, Tenn.; KGNC, Amarillo, Texas; KFDM, Beaumont, Texas; KROD, El Paso, Texas; KFYO, Lubbock, Texas; KRGV, Weslaco, Texas; WWSR, St. Albans, Vt.; WDEV, Waterbury, Vt.; WSVA, Harrisonburg, Va.; KXRO, Aberdeen, Wash.; KELA, Centralia-Chelalis, Wash.; KGY, Olympia, Wash.; KXA, Seattle, Wash.; KUV, Walla Walla, Wash.; WKBH, La Crosse, Wisc.; WIBA, Madison, Wisc.; WEMP, Milwaukee, Wisc.; WOSH, Oshkosh, Wisc.; Lone Star Chain.
CFCN, Calgary, Alta.; CFRN, Edmonton, Alta.; CKMO, Vancouver, B. C.; CKPR, Fort William, Ont.; CFQC, Saskatoon, Sask.; CKCH, Hull, Que.

HELEN WOOD

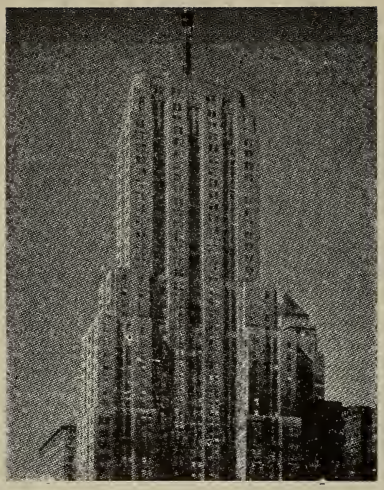
New York—551 Fifth Ave. (17).....MUrray Hill 2-8228
Helen Wood, Manager; Lionel E. Colton, Asst.
Stations—WSRR, Stamford, Conn.; WKNY, Kingston, N. Y.; WSNY, Schenectady, N. Y.; WIBX, Utica, N. Y.; WAIR, Winston-Salem, N. C.; Connecticut State Network.

DON McNEILL and the BLUE NET "BREAKFAST CLUB"



"The same habit that compels all Americans to eat breakfast prompts millions to listen to DON McNEILL'S Blue Network 'BREAKFAST CLUB' from Chicago . . . it helps to get the day off to a cheerful start."—*Scoops Daly, Radio Daily*, 1/17/44.

Heard Daily Monday to Saturday, Incl., 8 to 9 A.M., CWT., on the Blue Network.



Russel M. Seeds network shows on the air today - - -

☆ *The Raleigh Cigarette Program, with*
RED SKELTON
Ozzie Nelson ☆ Harriet Hilliard
for Brown & Williamson Tobacco Corporation

☆ "Beat the Band" *with*
HILDEGARDE
for Brown & Williamson Tobacco Corporation

☆ "People Are Funny"
for Brown & Williamson Tobacco Corporation

☆ RAY DADY
for The Grove Laboratories, Inc.

☆ "Reveille Roundup"
for The Grove Laboratories, Inc.

☆ ED SULLIVAN
for The Mennen Company

☆ "World News Parade" *with*
UPTON CLOSE
for W. A. Sheaffer Pen Company

RUSSEL M. SEEDS COMPANY, *Advertising*
Palmolive Building Chicago 11, Illinois

NEWS SERVICES

International News Service

New York—235 East 45th Street.....MUrray Hill 2-0131

Executives

President.....Joseph V. Connolly
Editor-In-Chief.....Barry Faris
Managing Editor.....Seymour Berkison
Business Manager.....Walter E. Moss
Sales Manager.....Frank J. Nicht

Press Association, Inc. (Associated Press)

New York—50 Rockefeller Plaza.....CIrcle 7-1357

Executives

General Manager.....William J. McCambridge
Assistant General Manager.....Oliver Gramling
Radio News Director.....Tom O'Neil

Radio News Association

New York—521 Fifth Avenue.....MUrray Hill 2-4341
President.....Herbert Moore

Reuters

New York—50 Rockefeller Plaza.....CIrcle 6-3960

Executives

Manager.....D. Kimpton Rogers
News Editor.....Jeoffrey Imeson
Accountant.....Douglas Rowley

Transradio Press Service, Inc.

New York—521 Fifth Avenue.....MUrray Hill 2-4053-4

Executives

President.....Herbert Moore
Vice-President-Editor.....Dixon Stewart

United Press Associations

New York—220 East 42nd Street.....MUrray Hill 2-0400

Executives

President.....Hugh Baillie
Vice-President & General Business Manager..E. M. Williams
Radio News Manager.....Phil Newsom
Radio Sales Manager.....A. F. Harrison

When a problem arises in your business
and you need competent advice you consult

A SPECIALIST

How is one designated a specialist?
Through years of experience and practice
with other people's problems and headaches.
That is what we have been doing for the
past twenty-five years—working out other
people's problems and relieving their headaches

IN PRINTING

Why not let us diagnose your printing problem
and maybe we can relieve you of a headache?
We are specialists in handling trade publications,
house organs, year books and catalogs.
Our prescription might be the cure
for your printing ills.

BARNES PRINTING CO., Inc.

229 West 28th Street
New York 1, N. Y.

RESEARCH —— ORGANIZATIONS

AMERICAN RESEARCH SERVICE

1023 Victoria Avenue, Los Angeles 6, Calif.
Phone: YOrk 3010

Owner and General Manager
Robert L. Biggs

Services Offered: All types of business surveys and polls; special attention given to radio surveys, coincidental or recall methods, telephone or personal interview. Individual studies planned and executed to meet special problems and conditions.

•

BUREAU OF RESEARCH IN EDUCATION BY RADIO

University of Texas, Austin, Texas
Phone: 9171-234

Director.....A. L. Chapman

Secretary.....Camille Lyons

Assistants.....Elizabeth Berg, Helen Kelley, Jerry Barnes, Janice Lyons

Services Offered: Non-commercial research service; research results utilized in the planning, writing, production and evaluation of educational radio programs; educational radio equipment studies; listening-time studies; listener-effect surveys.

•

WALTER P. BURN & ASSOCIATES, INC.

7 West 44th Street, New York, N. Y.
Phone, MUrray Hill 2-7462

President.....Walter P. Burn

Vice-President.....William Noble

Services Offered: Market data, economic studies, media coverage studies, radio coverage maps, decorative maps, economic maps, charts, trade paper advertising, brochures, dramatized sales presentation, complete promotion plans, trade area counsel on FM applications.

CALIFORNIA ASSOCIATES

417 South Hill St., Los Angeles, Calif.
Phone: Madison 1196

Partner.....John B. Knight

Partner.....Geraldine Parker

Secretary.....Sylvia Clawson

Branch Office

300 Montgomery St., San Francisco, Calif.
Phone: Exbrook 0600

Services Offered: Public opinion surveys; market analysis; business research.

•

CALIFORNIA RESEARCH BUREAU

6331 Hollywood Blvd., Hollywood 28, Calif.
Phone: Ho. 5111

C. P. A.....Carl Oppenheimer

Researcher.....E. B. Goodman

Retail Store Executive.....N. B. Slocum

Services Offered: Re-conversion of industry from war to peace time pursuit, engineering facility, and scientific measurement of opinion tendencies in radio, political sentiment, and socie-economic movement, income tax consultants.

•

CANADIAN FACTS

19 Melinda Street, Toronto, Ont., Canada
Phone Adelaide 2067

President.....John F. Graydon

Vice-President.....Ethel O. Colwell

Services Offered: All types of marketing research including market coverage data, consumer studies, dealer investigations, opinion studies, government work, market condition forecast and checks on effectiveness of various media. Representatives in over 100 key communities across Canada.

McKINSEY & CO.

60 East 42nd St., New York, N. Y.

Phone, VAnderbilt 6-5280

Services Offered: Distribution consultant, market surveys, media studies.

•

COMMERCIAL SERVICES, INC.

2011 Park Avenue, Detroit 26, Mich.

Phone: RAndolph 1485

President-General Manager
Richard W. Oudersluys

Secretary-Treasurer.....Lawrence E. Black

Production Manager.....Nellie R. Cline

Services Offered: Radio listening surveys, consumer and dealer studies, copy testing, market investigations.

•

ROBERT S. CONLAN & ASSOCIATES

New York Life Bldg., Kansas City, Mo.

Phone Victor 1973

Principal.....Robert S. Conlan

Associates.....Carrie J. Conlan, Gladys Zander

Services Offered: Advertising and public relation research, listener surveys, market research.

•

THE COOPERATIVE ANALYSIS OF BROADCASTING, INC.

330 West 42nd Street, New York, N. Y.

Phone, LOngacre 3-1454

General Manager.....A. W. Lehman

Governing Committee:

D. P. Smelser, Chairman (Procter & Gamble Co.); George H. Gallup, Treasurer (Young & Rubicam); Robert B. Brown (Bristol-Myers Co.); L. D. H. Weld (McCann-Erickson); F. B. Ryan, Jr. (Ruthrauff & Ryan); John L. Bogert (Standard Brands); A. W. Lehman, General Manager.

Services Offered: The Cooperative Analysis of Broadcasting, Inc., is a non-profit membership corporation. Its purposes are: collection, for information of its members, of information, statistics, and data related to advertising through the medium of radio broadcast; evaluation of the popularity of various radio broadcast programs in relation one to the other; studies of the habits of those who listen to radio broadcast programs and of the uses by such listeners of radio receiving instruments; and generally, the collection and dissemination of information, statistics and data applicable, directly or indirectly, to the use of wireless telegraphy for the transmission of messages or the entertainment or education of the listening public.

•

CROSSLEY, INC.

330 West 42 St., New York 18, N. Y.

Phone BRyant 9-5462

President.....Archibald M. Crossley

Vice-President.....J. A. Ward

Services Offered: Program rating, nationwide or individual area studies, general marketing consultants.

•

ELLIOTT-HAYNES, LTD.

(Radio Research Division)

25 King St., West, Toronto, Ont., Canada

President.....Walter E. Elliott

Vice-President.....W. Paul Haynes

Secretary-Treasurer.....Ernest Comte

Offices

Sun Life Bldg., Montreal, P. Q., Canada

(Also offices in Halifax, Winnipeg and Vancouver.)

Services Offered: Radio audience and listening surveys using, with permission, the C. E. Hooper, Inc., technique and formula (telephone co-incidental); reports are released fortnightly with the first report of the month carrying complete data on evening listening and the second report carrying complete data on daytime listening.

•

EVALUATION OF SCHOOL BROADCASTS PROJECT

Ohio State University, Columbus, Ohio

Phone, University 3148, Ext. 708

Director.....I. Keith Tyler

Associate Director.....Norman Woelfel

Services Offered: Research on the relation of radio and children and young people; advisory services to broadcasters and educators on planning and production of school broadcasts and children's programs. (This project has published 40 bulletins on a variety of problems relating to the educational use of radio; bulletins are available from the project at cost.

•

FACTS CONSOLIDATED

6305 Yucca at Vine, Hollywood, Calif.

Phone: Granite 3658

Co-Owner.....Dorothy D. Corey
111 Sutter St., San Francisco, Calif.

Co-Owner.....Roy S. Frothingham

Services Offered: Coincidentals, special studies involving products, radio, public opinion, etc.

•

C. E. HOOPER, INC.

10 East 40th St., New York 16, N. Y.

Phone, LExington 2-3000

President.....C. E. Hooper

Vice-President.....Fred H. Kenkel

Manager, Station Audience Reports
W. Ward Dorrell

Manager, Radio Program Reports
Dorothy M. Behrens

Manager, Special Surveys.....Edythe F. Buel

Research Consultant....Dr. M. N. Chappell

Branch Office

1709 West 8th St., Los Angeles, Calif.

Phone: Federal 7777

Manager.....Ruth Arnold

Services Offered: Radio audience and listening survey specialists, publishers of monthly "Hooper Radio Reports"—(National daytime programs, national evening programs, regional sets-in-use reports, regional program ratings, station audience reports, radio sales effectiveness reports, etc.)

HOOPER-HOLMES BUREAU

102 Maiden Lane, New York 5, N. Y.

Phone WHitehall 3-9700

Director of Research.....William L. Henry

Branch Offices

78 Offices Throughout

United States and Canada

Services Offered: Commercial research.

•

INDUSTRIAL SURVEYS CO., INC.

347 Madison Ave., New York 17, N. Y.

Phone: MUrray Hill 3-0690

President.....Samuel G. Barton

Vice-President.....Stanley Womer

Secretary-Treasurer.....Henry C. Trainor

Assistant to President.....Jean L. Stewart

Director Radio Coverage Studies
George M. Baillie

Director, The Radio Panel.....Berta Howell

Mgr., Telephone Surveys.....Anne Nash

Tabulating Manager.....Kurt Benjamin

Statistician.....Ralph Chances

Librarian.....Sophia Hanson

Branch Office

75 East Wacker Drive, Chicago 1, Ill.

Phone: State 7788

Mgr., Radio Surveys.....Marji Frank

Tabulating Manager.....Richard Buck

Statistician.....Robert Farber

Librarian.....Stanley Berglund

Services Offered: Field surveys via personal interview, telephone interview, controlled mail, panels and juries. National Radio Coverage studies, The Listener Diary, The Radio Panel, listening-buying correlations. Permanent radio staff in 20 cities. Mechanical and manual tabulating New York and Chicago.

•

NATIONAL RADIO RECORDS

347 Madison Ave., New York 17, N. Y.

Phone, MUrray Hill 6-9186

President.....N. Charles Rorabaugh

Executive Vice-President.....Fulton Dent
Publication Editor.....Dorothy Greene

Services Offered: Monthly spot advertising reports; confidential statistics revealing spot activity of national and regional advertisers.

•

A. C. NIELSEN COMPANY

2101 Howard Street, Chicago, Ill.

Phone, Hollycourt 6100

President.....A. C. Nielsen
Executive Vice-President.....F. K. Leisch
Executive Vice-President.....H. L. Rusch
Vice-President .....W. B. Perrin
Vice-President.....J. M. Teague
Vice-President.....L. O. Heideman
Vice-President.....P. V. Jester
Vice-President.....J. P. Napier
Vice-President.....D. M. Prather
Vice-President.....T. R. Shearer
Vice-President.....C. T. Allen
Vice-President.....C. G. Shaw
Secretary-Treasurer.....Bertha Pritzlaff

Branch Office

500 Fifth Ave., New York, N. Y.

Phone, PEnnsylvania 6-7126

Executive Vice-President In Charge of N. Y. Office.....J. O. Peckham

109 St. Aldates, Oxford, England

Vice-President.....E. L. Lloyd

Services Offered: Market research work including the publication of indexes on the drug, food, liquor, radio and British business.

•

OFFICE OF RADIO RESEARCH, COLUMBIA UNIVERSITY

Phone, COlumbus 5-6951

15 Amsterdam Ave., New York 23, N. Y.

Director.....Dr. Paul F. Lazarsfeld
Associate Director.....Dr. Robt. A. Merton
Research Associate.....Marjorie Fiske

Services Offered: Research in the effectiveness of various media of communication; sociological and psychological composition of radio audiences; audience to different types of programs; techniques of measurement of coverage and effectiveness of media of communication; techniques of measuring likes and dislikes of programs.

•

OFFICE OF RESEARCH— RADIO DIVISION

3470 Broadway, New York 31, N. Y.

Phone, AUdubon 3-2335

Director.....Dr. John G. Peatman

Services Offered: Psychological aspects of market research; surveys and analyses for the music industries and advertising agencies; weekly Audience Coverage Index Report; national survey of popular music broadcast on nation networks, consultation service on radio sampling methods and on the program analyzer technique for evaluating and improving programs.

•

THE PULSE OF NEW YORK, INC.

500 Fifth Ave., New York 18, N. Y.

Phone: LAckawanna 4-8305

Director.....Sydney Roslow
Manager.....David Klein

Services Offered: Measurement of radio audiences, analysis of radio program audiences and the sales effectiveness of radio programs; studies of the relationship between radio listening and other related questions.

•

RADIO REPORTS, INC.

220 East 42nd St., New York, N. Y.

Phone: MUrray Hill 2-3564

President.....Edward F. Loomis
Vice-President.....P. R. Rieber
Secretary.....Rose T. Pavlica
Sales Manager.....George I. Reid

Branch Office

617 S. Olive St., Los Angeles, Calif.
Phone: Van Dyke 4084

Manager.....Dixie Wilkinson

Services Offered: Daily and Weekly Digests of Radio Opinion; verbatim texts of radio addresses, comment, dramatization, news reports, etc., based on electrical recordings; verbatim text of radio commercials. Also monitoring (checking) of commercials and spot announcements on nation-wide basis.

•

REGAN SERVICE

1085 Monadnock Bldg., San Francisco, Calif.
Phone DOuglas 4475

Owner-Manager.....James L. Regan

Services Offered: Personnel surveys in stores, hotels, restaurants, banks, transportation systems; purchase tests; comparison shopping.

•

ELMO ROPER

30 Rockefeller Plaza, New York 20, N. Y.
Phone CIrcle 6-7164

Executives.....Elmo Roper, Carolyn W. Crusius, Robert Williams

Services Offered: Marketing research, distribution consultant, trade and consumer studies.

•

ROSS FEDERAL RESEARCH CORP.

18 East 48th St., New York, N. Y.
Phone, PLaza 3-6500

President and Treasurer.....Harry A. Ross

Vice-President-General Manager
Densmore A. Ross

Vice-President-General Sales Manager
Clifford B. Ross

Vice-President-Eastern Sales Manager
S. W. Sheetz

Vice-President-Midwestern Sales Manager
W. O'Dell

Secretary.....Frank X. Miske

Branch Offices

59 E. Van Buren St., Chicago, Ill.
642 Book Bldg., Detroit, Mich.
872 Hanna Bldg., Cleveland, Ohio
913-915 Berger Bldg., Pittsburgh, Pa.
606 West Wisconsin Ave., Milwaukee, Wisc.
740 Union Trust Bldg., Cincinnati, Ohio
320 N. Meridian St., Indianapolis, Ind.
817-18 Metropolitan Bldg., Boston, Mass.
17 Court St., Buffalo, N. Y.
Market St. National Bank Bldg., Philadelphia, Pa.
1028 Connecticut Ave., Washington, D. C.
1807 Grand Ave., Kansas City, Mo.
210 Grand Olive Bldg., St. Louis, Mo.
3723 Wilshire Blvd., Los Angeles, Calif.
1051-53 Monadnock Bldg., San Francisco, Calif.
1904 Third Ave., Seattle, Wash.
Tower Petroleum Bldg., Dallas, Texas
903 United States National Bank Bldg., Denver, Colo.
47 West South Temple St., Salt Lake City, Utah
Rand Tower Bldg., Minneapolis, Minn.
507 Tenth St., Des Moines, Ia.
1911 Sterick Bldg., Memphis, Tenn.
314 Johnston Bldg., Charlotte, N. C.
207-208 Palmer Bldg., Atlanta, Ga.
90 State St., Albany, N. Y.
1004 Baronne Bldg., New Orleans, La.
404 Terminal Bldg., Oklahoma City, Okla.
306 S. Fifteenth St., Omaha, Nebr.
602 Porter Bldg., Portland, Ore.
746 Chapel St., New Haven, Conn.

Services Offered: Market research, consumer and dealer studies, radio studies, sales planning and testing.

•

GREGORY GUY WILLIAMS

1137 Board of Trade Bldg., Kansas City, Mo.
Phone: Victor 0553

Owner.....G. G. Williams

Services Offered: Grain statistical studies; market surveys; wheat, rye, corn and grain market forecasts.

IF it's *Spot* RADIO



Call Mc. Gillvra

These Stations in These Markets are Your Best Dollar Values

Boston	WMEX	Independent
Charleston	WGKV	Red, Blue and Mutual
Denver	KVOD	Blue
Detroit	CKLW	Mutual
Grand Rapids	WLAV	Blue & Mutual
Kansas City	KCMO	Blue
Los Angeles	KPAS	Independent
Macon	WBML	Blue & Mutual
New Orleans	WNOE	Mutual
New York	WOV	Independent
Port Arthur	KPAC	Mutual
Oakland	KLX	Independent
Portland	KXL	Independent
Pueblo	KGHF	Blue
Rochester	WSAY	Mutual plus Blue Shows
Rutland	WSYB	Mutual and Yankee
Sacramento	KROY	Columbia
St. Petersburg and Tampa	WTSP	Mutual
Salt Lake City and Ogden	KLO	Mutual
Tacoma	KMO	Mutual
Tulsa	KOME	Blue & Mutual
Waterbury	WBRY	Columbia
Wenatchee	KPQ	Blue
Yakima	KIT	Mutual

Utah — Intermountain Network — five stations — all Mutual

JOSEPH HERSHEY McGILLVRA, inc.

NEW YORK, 17
366 Madison Avenue
MUrray Hill 2-8755

CHICAGO, 11
919 N. Michigan Avenue
Superior 3444

SAN FRANCISCO, 4
627 Mills Building
Sutter 1393

LOS ANGELES, 15
445 Western Pacific Building
Prospect 5319

ADVERTISING AGENCIES

The following listing includes agencies placing network and important spot business during 1943 as well as those handling the larger local accounts.

Key to Symbols of Membership and Recognition Abbreviations

AAAA . . . *American Association of Advertising Agencies*
ABC . . . *Audit Bureau of Circulation*
ABP . . . *Associated Business Papers*
ANPA . . . *American Newspaper Publishers' Association*
APA . . . *Agricultural Publishers' Association*
FAAG . . . *First Advertising Agency Group*
NOAB . . . *National Outdoor Advertising Bureau*
OAAA . . . *Outdoor Advertising Association of America, Inc.*
PPA . . . *Periodical Publishers' Association*
PRB . . . *Pacific Recognition Bureau*
SAAA . . . *Southwestern Association of Advertising Agencies*
SNPA . . . *Southern Newspaper Publishers' Association*

AARON & BROWN

1411 Walnut St., Philadelphia, Pa.
Phone LOcust 2282
ANPA
Officers

President.....M. W. Aaron
Vice-President.....E. L. Brown
Secretary-Treasurer.....Lon Jourdet
Radio Director.....E. L. Brown

ADVERTISERS BROADCASTING CO., INC.

117 West 46th St., New York, N. Y.
Phone BRyant 9-1176
Officers

President.....Z. H. Rubinstein
Treasurer.....M. Keilson
Radio Director.....Sholom Rubinstein
Producer.....Jacob F. Keilson
Musical Director.....Harry Lubin
Continuity Writer.....Jacob I. Freedman

Radio Accounts Placed—Foreign Language Programs: General Food Corp. (Maxwell House Coffee, Diamond Crystal Salt, Sanka Coffee); Horowitz-Margareten; I. Rokeach & Sons; R. B. Davis Co. (Cocomalt, Davis Baking Powder, Cut-Rite Waxed Paper; San Fay Tissue); Colgate Palmolive-Peet Co. (Colgate Dental Cream); B. T. Babbit Co. (Bab-O, Aunt Polly's Soup Mix); Francis H. Leggett Co. (Premier Food Products); The Sun-Rayed Co. (Kemp's Sun-Rayed Tomato Juice); Charles Hansen Laboratory, Inc. (Junket); American Home Products (Anacin, Old Dutch Cleanser); Best Foods Co. (Heckers' Cream Farina, H-O Oats); Ralston Purina Co. (Ralston, Instant Ralston, Ry-Krisp); Barbasol Co. (Barbasol Brushless Shaving Cream); Penick & Ford, Ltd. (My-T-Fine); Ex-Lax, Inc. (Ex-Lax, Jest); Lydia E. Pinkham Co. (Sanative Wash); Joseph Tetley & Co. (Tetley Soup Mix, Tetley Tea); Standard Brands (Royal Baking Powder); Dugan Brothers (Dugan Breads and Cakes); Maltex Co. (Maltex); Grove's Laboratories (Grove's B-Complex Vitamins, Grove's Cold Tablets); Bond Bakers (Bond Bread); Carter Products, Inc. (Carter's Little Liver Pills).

ADVERTISING, INC.

1523-29 Central National Bank Bldg.,
Richmond, Va.
Phone 32800 & 32809
ANPA—SNPA—APA
First Advertising Agency Group
Officers

President.....J. Lynn Miller
Vice-President.....M. T. Miller

PUSH BACK THE



LOOK at New England as a whole — not just a part of it.

The real potentialities of the New England market can be largely wasted if you try to cover too much area with two or three stations.

By taking the broad view, by bringing into focus all the cities of New England and their trading zones, it becomes apparent that you need a network to sell New England as a unit.

There is but one network that will do this job — do it thoroughly by giving you the right stations in the twenty-one places where you need the impact of primary coverage.

Add these twenty-one Yankee stations together, with their local acceptance based on long standing success and the friendship and support of their communities — the result is all-over primary coverage of New England.

Yankee's twenty-one stations bring all markets within your reach in the only way they can be reached by radio.

THE YANKEE

Member of the Mutual

21 BROOKLINE AVENUE, BOSTON 15, MASSACHUSETTS



NETWORK, INC.

Broadcasting System

EDWARD PETRY & CO., INC., Exclusive National Sales Representative

William H. Weintraub & Company, Inc. | advertising

New York and Hollywood

now serving the following radio clients:

ANCHOR HOCKING GLASS CORPORATION *Lancaster, Ohio*
"Meet Corliss Archer", *based on the characters of the New York Stage success "Kiss and Tell"* (CBS Network)

CRESTA BLANCA WINE CO., INC. *Livermore, Calif.*
"Cresta Blanca Wine Carnival of Music" *starring* Morton Gould *and* Alec Templeton (CBS Network)

DUBONNET CORPORATION *Lodi, Calif.*
"Your Dubonnet Date" *with* Xavier Cugat *and his orchestra,* Lina Romay, Don Rodney and Del Campo (*Mutual Network*)

EMERSON RADIO AND PHONOGRAPH CORPORATION, *New York, N.Y.*
"Green Valley, U.S.A." *featuring guest stars* (*Mutual Network*)

HELBROS WATCH COMPANY, INC., *New York, N.Y.*
"Pick and Pat Time" *starring* Pick and Pat, Mary Small, Vincent Lopez *and his orchestra,* Tiny Ruffner (*Mutual Network*)

REVLON PRODUCTS CORP. *New York, N.Y.*
"The Revlon Theatre" *starring* Gertrude Lawrence (*Blue Network*)

SEEMAN BROTHERS, INC. *New York, N.Y.*
Distributors of White Rose Quality Foods . . . **nit-wick**
Spot radio and participating programs in key cities

other clients of the agency include:

ANCIENT AGE WHISKEY (*Schenley Distillers Corp.*) New York, N.Y.
BURNHAM & CO. (*Members of The New York Stock Exchange*) New York, N.Y.
CONMAR PRODUCTS CORP. Newark, N.J.
CORONET BRANDY (*Schenley Distillers Corp.*) New York, N.Y.
GOODMAN & THEISE, INC. New York, N.Y.
LIBERTY AIRCRAFT PRODUCTS CORP. Farmingdale, L.I.
RAINFAIR, INC. Racine, Wisconsin
SCHENLEY GINS (*Schenley Distillers Corp.*) New York, N.Y.

Secretary-Radio Director..Alicia G. Smithers
Art Director.....M. F. Riggs
Production Manager.....W. H. Hoxie
Radio Accounts Placed—Southern Dairies, R. F. & P. Railroad, Richmond Maid Mfg. Co., Henry R. Haase Furs, Sydnor & Hundley, Inc.

•

ADVERTISING & SALES COUNCIL, INC.

Winchester, Va.
PPA
President & Time Buyer.....John Freiburg
Account Placed—O'Sullivan Rubber Co., Inc.

•

THE AITKIN-KYNETT COMPANY

1400 South Penn Square
Philadelphia, Pa.
Phone Rittenhouse 7810
AAAA — ABC — NOAB — ABP — ANPA
APA — PPA
Officers
Senior Partner-Radio Director..H. H. Kynett
Partner .....A. K. Aitkin
Partner .....M. E. Goldman
Radio Accounts Placed—Stephano Bros.; Phillips Packing Co.

•

R. H. ALBER CO.

458 Chamber of Commerce Bldg.,
Los Angeles, Calif.
Phone PRospect 3331
ANPA
President.....R. H. Alber
Radio Account Placed—Gospel B'casting Assn.

•

ALLEN & REYNOLDS, INC.

833 Insurance Bldg.
Omaha, Nebr.
Phone Atlantic 4445
ANPA—APA—APB
Officers
President-Treasurer .....Earl Allen
Executive-Vice-President-Secretary,
Milton H. Reynolds
Vice-President.....Harold Roll
Vice-President.....Robert Savage

•

ANDERSON, DAVIS & PLATTE, INC.

50 Rockefeller Plaza, New York 20, N. Y.
Phone COlumbus 5-4868
PPA — ANPA
Officers
President.....T. H. Anderson, Jr.
Vice-President.....H. H. Smith
Secretary-Treasurer-Time Buyer....Lewis G. Van Akin.
Branch Office
821 15th St., N.W., Washington, D. C.
Phone NA 7142
Radio Accounts Placed—Alexander Smith & Sons Carpet Co. (national spot, F. Schumacher & Co. (national spot), Dry Dock Savings Institution (local).

ANFENGER ADVERTISING AGENCY, INC.

1706 Olive St., St. Louis, Mo.
Phone CHestnut 6380
AAAA—ABP—ANPA—PPA
Radio Director.....Vernon L. Morelock
Asst. Radio Director.....Lynn Westbury
Branch Office
1014 Canal Bldg., New Orleans, La.
Phone RAymond 0845
Manager.....Walter Winius
Radio Accounts Placed—Falls City Brewing Co., Jackson Brewing Co., Seven-Up Bottling Co., Jefferson Hotel, St. Louis Dairy Council, Reardon Co., Lion Oil Refining Co., Meyer Bros. Drug Co.

•

ANIOL & AULD

Transit Tower, San Antonio, Tex.
Phone Fannin 9148
ABP—SNPA—SAAA
Officers
President.....Claude B. Aniol

•

ARROW ADVERTISING AGENCY

79 Wall St., New York 5, N. Y.
Phone WHitehall 4-8193
Officers
Radio Director.....Rosetta Valenti
Space Buyer.....Angelo Sava
Copy Chief.....H. D. Kline
Marketing Dir. .....Wm. Balog
Radio Accounts Placed — Colonial House Candies, Central Opera House, Times Sq. Motors, David's, Ridd Labs., Inc., Furniture Industry of America.

•

ASSOCIATED ADVERTISING AGENCY, INC.

Florida Natl. Bank Bldg., Jacksonville 2, Fla.
Phone 3-1253
ABP—SNPA—APA—NOAB—FAAG
Officers
President.....M. Thayer Newman
Executive Vice-President (in charge of radio)
Hunter Lynde

•

ATHERTON & CURRIER, INC.

420 Lexington Ave., New York, N. Y.
Phone MOhawk 4-8795
ABP—ANPA—PPA
Officers
President.....J. W. Atherton
Vice-President .....Lester Stone
Secretary.....W. T. Tieman
Treasurer.....H. P. Francis
Time Buyer.....Wm. T. Tieman
Asst. Time Buyer.....N. Rothstein
Branch Office
100 Adelaide St., Toronto, Ont., Canada
Radio Accounts Placed — Cuticura, Humphreys, Eno, North American Dye Corp., Scott's Emulsion, "Brylcreem."

CS INC.

OUR CONSTANT EFFORT IS ACCURATE RESEARCH

Specializing in Radio
Listening Surveys and
General Market Research

COMMERCIAL SERVICES, Inc.

2011 PARK AVE. RANDOLPH 1485 DETROIT 26, MICH.

Buy war bonds first



DUBONNET presents
"YOUR DUBONNET DATE"
the most famous Latin-American music on earth
XAVIER CUGAT (himself)
8:30 p. m. WEDNESDAY...WOR
with Lina Romay, Don Rodney, the Dubonnet Chorus and Cugat Rhythm Orchestra



PRODUCTS OF THE U.S.A.
Dubonnet Aperitif Wine and Vermouth by Dubonnet
DUBONNET CORP., 350 Fifth Avenue, New York 1, N.Y.

AUBREY, MOORE & WALLACE, INC.

230 N. Michigan Ave., Chicago, Ill.
Phone Randolph 0830
ANPA — ABP — PPA — APA

Officers

President .....James T. Aubrey
Vice-Presidents .....John C. Moore, John J. Finlay, L. O. Wilson.
Radio Time Buyer-Production. John H. North

Radio Accounts Placed — Chicago Motor Club, Chicago Solvay Coke Co., International Harvester Co., McIlhenny Co., McKenzie Milling Co., Old Colony Beverages, Orange-Crush Co., Williamson Candy Co., O-Cedar Corp., Wyler & Co., Three Sisters.

•

N. W. AYER & SON, INC.

West Washington Square, Philadelphia 6, Pa.
Phone Lombard 0100
ANPA—PPA—ABP—APA—OAAA

Officers

President .....H. A. Batten
Executive Vice-Presidents. .Gerold M. Lauck, Clarence L. Jordan

Branch Offices

30 Rockefeller Plaza, New York 20, N. Y.
Phone CIrcle 6-0200

Radio Dept.

Vice-President In Charge of Radio, H. L. McClinton
Business Manager.....Robert Collins
Production Supervision.....Max Wylie
Talent.....Alma E. Marks
Copy Chief.....James E. Hanna
Business Manager.....T. J. McDermott
Time Buyer.....Paul Kizenberger
Program Promotion.....Wauhillau La Hay
Producers.....Herbert C. Sanford, John F. Roche, Wallace R. Magill, Les Quailey, R. C. Coleson, J. F. Rourke
Writers.....G. David Gudebrod, Philip A. Young, Dorothy Zimmer, Richard Hubbell
Statler Office Bldg., Boston 16, Mass.
Phone Hubbard 4970
Manager.....E. Craig Greiner
404 Taft Bldg., Hollywood 28, Calif.
Phone Granite 3697
Manager.....Robert C. Coleson
135 S. LaSalle St., Chicago 3, Ill.
Phone Randolph 3456
Vice-President.....Sterling E. Peacock
235 Montgomery St., San Francisco 4, Calif.
Phone Sutter 2534
Vice-President.....Carl J. Eastman
2680 Penobscot Bldg., Detroit 26, Mich.
Phone Randolph 3800
Vice-President.....Wm. H. Beatty

Radio Accounts Placed—Atlantic Refining Co., Bell Telephone System, Clicquot Club Co., Goodyear Tire & Rubber Co., Hawaiian Pineapple Co., Dr. Hess & Clark, Inc., Illinois Bell Telephone Co., Kerr Chickeries, Michigan Bell Telephone Co., Sheffield Farms Co., Supplee-Wills-Jones Co., Anthracite Industries, United Air Lines, Electric Companies Adv. Program, Boeing Aircraft, Chas. E. Hires Co., Wyandotte Chemical Co.

•

BADGER AND BROWNING & HERSEY, INC.

30 Rockefeller Plaza, New York, N. Y.
Phone CIrcle 7-3720
ANPA — PPA — ABP

Officers

President .....R. W. Hersey
Chairman of Board.....J. L. Badger
Treasurer .....F. S. Browning
Radio Director .....Mrs. Marjorie de Mott
Time Buyer.....H. W. Mallinson, Jr.

Affiliated Agency

Badger & Browning
75 Federal St., Boston, Mass.
Phone Liberty 3364

Radio Account Placed—American Chicle Co., Denver Chemical Mfg. Co., Adam Hat Stores.

•

BALDWIN & STRACHAN, INC.

374 Delaware Ave., Buffalo, N. Y.
Phone WAshington 6854
ABP—ANPA—PPA

President .....Wm. Baldwin
Vice-Pres. & Treas.....Kenneth Strachan
Radio Director.....J. F. Higgins

Radio Accounts Placed — Widmer's Wine Cellars, Inc., Iroquois Beverage Corp., O'Rourke Baking Co., Curtiss-Wright Corp., Rochester & Pittsburgh Coal Co., Seven-Up Co. of Buffalo.

•

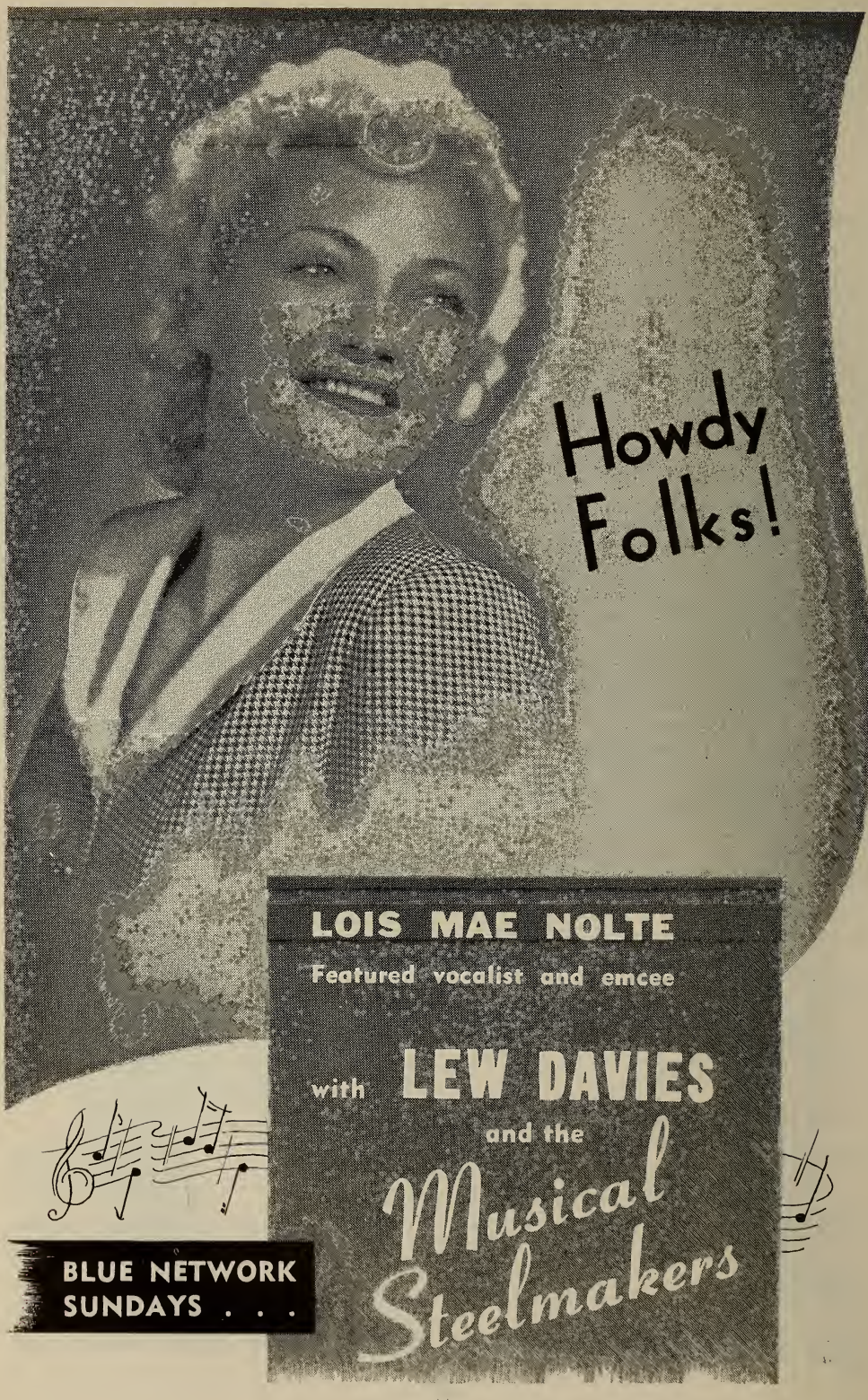
BARLOW ADVERTISING AGENCY, INC.

309 Syracuse-Kemper Bldg., Syracuse 2, N. Y.
Phone 3-0131
APA — PPA — ABP

Officers

President .....E. S. Barlow
Vice-President .....E. S. Crawford
Vice-President .....H. H. Goodhart
Secretary .....E. C. Watkins
Production Manager.....F. B. Tompkins
Copy Chief.....J. J. Hines
Art Director.....H. C. Millard
Radio Manager.....J. R. Coleman

Radio Accounts Placed—Dairymen's League Co-operative Association, Inc., Haberle Congress Brewing Co., Lincoln National Bank & Trust Co.


Howdy Folks!
LOIS MAE NOLTE
Featured vocalist and emcee
with LEW DAVIES
and the
Musical Steelmakers
BLUE NETWORK
SUNDAYS . . .

BARNES CHASE COMPANY

530 Broadway, San Diego 1, Calif.
Phone Franklin 7771
ABP—ANPA

Owner.....Norman R. Barnes
Production Manager.....Wm. M. Price
Radio Director.....Ruth F. Almstedt

Branch Office
1121 South Hill St., Los Angeles 15, Calif.
Phone PRospect 4118
Manager.....E. W. Rutledge

•

BARRONS ADVERTISING CO.

1737 McGee St., Kansas City, Mo.
Phone HArrison 7730-1
ABP—ANPA—PPA—SNPA—APA

Officers

President & Treasurer.....Wheeler Godfrey
Vice-President.....Frank H. Little
Secretary .....A. W. Durrin
Radio Dept. Heads.....Frank H. Little, William Rubin

Radio Accounts Placed—Dr. W. L. Wilson, Seidlitz Paint & Varnish Co., Diesel Power Engineering School, Manor Baking Co., Chevrolet Dealers of Kansas City, The Sodiphene Co., Pla-Mor Amusement Co., Kansas City Public Service Co., W. B. Duke Beverage Co., C. H. Stein-Mans Mfg. Co., National Protective Insurance Co., Nourse Oil Co., Sweeney Trade Schools, Inc.

•

TED BATES, INC.

630 Fifth Avenue, New York, N. Y.
Phone CIrcle 6-9700
AAAA—ANPA—PPA—
NAOB—ABC—APA—ABP

Officers

President-Treasurer.....Theodore L. Bates
Asst. to Pres. & Chrm. of Plant Creative Board .....Thomas Buechner
Executive Vice-President.....Joseph R. Busk
Vice President-Secretary..Thomas J. Carnese
Vice President-Director of Media-
Asst. Secretary.....Edgar Small
Vice-President and Director of Radio
Tom Revere
Time & Space Buyers.....Richard Mann, MacDonald Dunbar, R. J. Fiechter.
Assistant Treasurer.....Carlos Justiz
Vice-President & Director of Research.....
Clifford Parsells

Radio Accounts Placed—Colgate-Palmolive-Peet Co. (Colgate Dental Cream, Octagon Soap Products, Palmolive Brushless and Lather Shave Cream, Crystal White Soap Products); Continental Baking Co., Standard Brands, Inc. (Royal Gelatin, Royal Puddings, Royal Baking Powder); Carter Products, Inc.

•

BATTEN, BARTON, DURSTINE & OSBORN, INC.

383 Madison Ave., New York 17, N. Y.
Phone Eldorado 5-5800
AAAA—APA—ANPA—PPA—ABP—
ABC—NOAB—SNPA

Officers

Chairman of Board.....William H. Johns
President .....Bruce Barton
Chairman of Executive Committee-
Vice-President & Treasurer..F. R. Feland
General Manager & Vice-President,
Alex F. Osborn
Executive Vice-President for Western Offices
John C. Cornelius
Executive Vice-President for Eastern Offices
B. C. Duffy
Vice-President-Director of Radio,
Arthur Pryor, Jr.
Associate Director of Radio
(Western Offices).....Wayne Tiss
Radio Producers and Writers:
Homer Fickett, David White, Kenneth Webb, Kay Winn, Edwin Marshall, Walter Tibbals, Russell Ambruster, Gladys Franklin, Geo. Kondolf, Robt. La Bour, Chet Gierlach, Josephine Lyons, Ted Long.
Business Manager,
Radio Dept.....Frank Silvernail
Time Buyers .....Gertrude Scanlan, John Moore, Elenore Scanlan.
Publicity.....Wm. Maloney

Branch Offices

919 N. Michigan Ave., Chicago 11, Ill.
Phone Superior 9200
Vice-President.....R. B. Barton
Rand Bldg., Buffalo 3, N. Y.
Phone Cleveland 7915
Vice-President.....Stanley P. Irwin
Grant Bldg., Pittsburgh 19, Pa.
Phone Grant 8060
Vice-President.....Leon D. Hansen
178 Tremont St., Boston 11, Mass.
Phone Hubbard 0430
Vice-President.....Francis W. Hatch
Northwestern Bank Bldg., Minneapolis 2, Minn.
Phone Bridgeport 8881
Vice-President.....H. H. Haupt
Executive Vice-President...John C. Cornelius
1515 Terminal Tower, Cleveland 13, Ohio
Phone Prospect 3621
Vice-President.....C. L. Davis
1680 N. Vine St., Hollywood 28, Calif.
Phone Hollywood 7337
Manager .....Jack Smalley
Radio Director.....Wayne Tiss
Russ Bldg., San Francisco 4, Calif.
Phone Garfield 1017
Manager.....Charles H. McDougall
Pacific Mutual Bldg., Los Angeles 14, Calif.
Phone Michigan 1354
Vice-President.....W. B. Geissinger

Radio Accounts Placed—Armstrong Cork Co.; Boston Edison Co.; The Boston Globe; Corning Glass Works; Consolidated Edison; Cream of Wheat Corp.; E. I. du Pont de Nemours & Co.; Fenn Bros.; Fort Pitt Brewing Co.; Gamble Stores; General Baking Co.; General Electric Co.; B. F. Goodrich Co.; Hoffman Beverage Co.; Household Finance Corp.; Liberty Mutual Insurance Co.; Lyon

Van & Storage Co.; M. J. B. Co.; Marine Midland Trust Co.; Minneapolis Brewing Co.; Mount Royal Importers; Mutual Savings Bank Assn. of Mass.; Murine Co.; Nehi Corp.; North American Co.; North Star Woolen Mills, Northwestern Bell Telephone Co.; Northern Pump Co.; N. Y. Telephone Co.; Pennick & Ford, Ltd.; Reader's Digest Assn.; F. & M. Schaefer Brewing Co.; E. R. Squibb & Sons; Servel, Inc.; Taylor Instrument Co.; Standard Oil Co. of Calif.; Tennessee Coal, Iron & R. R. Co.; William Underwood Co.; Wildroot Co.; Western Auto Supply Co.; Waitt & Bond.

•

BENNETT, WALTHER & MENADIER, INC.

69 Newbury St., Boston, Mass.
Phone Kenmore 3820

Officers

President .....Nelson Bennett
Vice-President.....Frederick P. Walther, Jr.
Treasurer.....Royal W. Leith
Secretary .....Dorothy Dodge

Radio Accounts Placed—Washburn Candy Co., Hudson Coal Co.

•

BENTON AND BOWLES, INC.

444 Madison Ave., New York 22, N. Y.
Phone WIckersham 2-0400
AAAA — ANPA — PPA — ABP
ABC — NOAB — APA

Officers

Chairman of Board.....Atherton W. Hobler
President.....Clarence. B. Goshorn
Secy..Treas.....Edward R. Beach
Executive Vice-President
William R. Baker, Jr.
Radio Dept. Business Mgr.....Walter Craig
Vice-Pres-Media.....H. H. Dobberteen
Script Editor .....Roy Bailey
Casting Director .....Rita Dugan
Time Buyers..Franklin Owens, Frank Palmer

Branch Offices

Equitable Bldg., Hollywood 28, Calif.
Phone Hillside 9151

Production Head .....Al Kaye

Radio Accounts Placed — General Foods Corp. (Maxwell House Coffee, Diamond Crystal Salt, Huskies, Baker's Chocolate, Post Toasties, Certo, Log Cabin Syrup, Post-Tens, Sure-Jell, Post's Bran Flakes); Prudential Insurance Co.; Procter & Gamble Co. (Ivory Snow).

•

BERMINGHAM, CASTLEMAN & PIERCE, INC.

136 East 38th St., New York 16, N. Y.
Phone Lexington 2-7550
ABP—ANPA—PPA—NOAB—APA—
AAAA—PPA

Officers

President .....Arch Bermingham
Executive Vice-President.....Stewart Wark
Secretary-Treasurer.....Winston H. Hagen
Radio Director.....George C. Castleman

Radio Accounts Placed—Griffin Manufacturing Co., Inc.; E. Fougera & Co.; Conti Products; Frank H. Lee Co.; Berst-Forster-Dixfield Co.

•

FRANK BEST & CO., INC.

9 Rockefeller Pl., New York, N. Y.
Phone CIrcle 7-6760
ABP—ANPA—PPA—PRB

Officers

President .....Frank Best
Vice-Presidents.....I. Marks, W. Taegen
Secretary .....V. R. Best
Time Buyer.....A. H. Van Buren

Radio Accounts Placed—Geo. W. Helme Co., Prince George Hotel, C-O-Two Fire Equip. Co., Union News Co., Nassau Smelting & Refining Co.

•

THE BIOW CO., INC.

9 Rockefeller Plaza, New York 20, N. Y.
Phone Circle 6-9300
ANPA — PPA — ABP

Officers

President and Treasurer....Milton H. Biow
Secretary .....Anna Hauptman
Director of Radio and Station Relations
Bernard Prockter
Executive Radio Producer.....Calvin Kuhl
Time Buyer .....Hermina Lukacy
Radio Research.....Edith Oliver
Radio Contract Mgr.....Lucille Webster

Branch Offices

6111 Sunset Boulevard, Hollywood, Calif.

Officers

Manager .....Calvin Kuhl
Radio Production & Writing....Max Marcin, Jack Johnstone, Milton Geiger, Earl McGill, Richard Lewis.
Production.....Wm. Spear, Wm. Lawrence
485 California St., San Francisco, Calif.
Robert L. Philippe

Radio Accounts Placed — Bulova Watch Co., Philip Morris & Co., Revelation Tobacco, Bond Street Tobacco, Westfield Watches, Eversharp, Inc., Procter & Gamble Co. (Lava Soap), Hills Bros., San-Nap-Pak Co., Lady Esther, Shenley Corp., Roma Wine.

•

BLACKETT-SAMPLE-HUMMERT

See Dancer-Fitzgerald-Sample

•

THE BLACKSTONE COMPANY

221 W. 57th St., New York 19, N. Y.
Phone CIrcle 7-7888

Officers

Radio Director.....Wm. T. Cavanagh

THE BLAINE THOMPSON CO.

234 West 44th St., New York 18, N. Y.
Phone BRyant 9-2480
ANPA — PPA
Officers

President-Treasurer .....Myer Lesser
Vice-President.....John J. Shubert, Jr.
Production Manager.....J. Adams
Radio Director.....Marlo Lewis

•

W. EARL BOTHWELL ADVERTISING AGENCY

Standard Life Bldg., Pittsburgh, Pa.
Phone Court 6565
Officers

President.....W. Earl Bothwell
Secretary-Treasurer.....A. A. Logan
Radio Director.....H. B. Trautman
Time Buyer.....T. H. Black, Jr.
Asst. Radio Director.....Peg McMeekin
Radio Accounts Placed—P. Duff & Sons, Inc. (Duff's Baking Mixes).

•

BOTSFORD, CONSTANTINE & GARDNER

115 SW 4th, Portland 4, Oregon
Phone Atwater 9541
AAAA — ANPA — PPA — ABP
APA — NOAB
Officers

President.....David M. Botsford
Treasurer.....Merle W. Manly
Secretary.....Frankie Coykendall
Vice-President.....C. P. Constantine
Branch Offices
814 2nd Ave. Bldg., Seattle, Wash.
Phone Elliott 3523
Vice-President.....C. P. Constantine
350 Russ Bldg., San Francisco, Cal.
Phone Exbrook 7565
Vice-President.....Stanley G. Swanberg
621 So. Hope St., Los Angeles 14, Cal.
Phone Michigan 1427
Vice-President.....Hassel W. Smith
Radio Accounts Placed—Tillamook County Creamery Assn.

•

STANLEY G. BOYNTON-NATIONAL RADIO AGENCY

410-11 Fisher Bldg., Detroit 2, Mich.
Phone TRinity 1-2552
ABP—ANPA—PPA

President.....Stanley G. Boynton
Vice-President.....L. C. Boynton
Secretary .....V. V. Cory
Treasurer ..... C. Taylor
Program Director .....Larry Payne
Branch Offices
17 East 42nd St., New York, N. Y.
Phone MUrray Hill 2-0086
Radio Accounts Placed — Detroit Bible Class, Wesley Radio League, Blake Orange Growers, Berea Tabernacle, Rainbow Hour, My Old Kentucky Home, Worship Hour, Blake Orange Growers.

THE J. CARSON BRANTLEY ADVERTISING AGENCY

Post Building, Salisbury, N. C.
Phone 900
Officers

General Manager.....J. Carson Brantley
Treasurer.....Robt. C. Lyerly
Time Buyer.....A. N. Cheney
Radio Accounts Placed—Stanback Co., R. J. Reynolds Tobacco Co. (Brown's Mule Plug Tobacco), Duke Power Co., Owen Drug Co.

•

BRESNICK & SOLOMONT

216 Tremont St., Boston 16, Mass.
Phone Liberty 4732
ABP—ANPA—PPA
Officers

Principal.....Oscar Bresnick
Principal.....Chester L. Solomont
Account Executives.....Joseph Blue, Arthur Cohen, George J. M. Riseman.
Radio Accounts Placed—Federal Savings & Loan Assn. of New England, Dawson's Brewery, Inc., M. Hoffman & Co.

•

R. C. BRETH, INC.

310 Pine St., Green Bay, Wisc.
Phone Howard 134
ABP—ANPA—PPA

President .....R. C. Breth
Radio Accounts Placed—Home Mutuals Insurance Co., Western States Mutual Auto Ins, Co.. Brillion Iron Works, Inc.

•

BRISACHER, VAN NORDEN & STAFF

310 Crocker Bldg., San Francisco, Calif.
Phone Garfield 0276
ANPA—APA—PPA—NOAB
Officers

President .....Emil Brisacher
Vice-President.....R. T. Van Norden
Account Executive.....Charles H. Gabriel
Branch Offices
Petroleum Bldg., Los Angeles, Cal.
Phone Prospect 9368
250 Park Ave., New York, N. Y.
Phone, Plaza 8-1634
Vice-President.....R. T. Van Norden
Radio Accounts Placed—Acme Breweries, West Coast Soap Co., Peter Paul, Inc., Macey Jewelry Co., Inc., Moore's Clothing Co., Par Soap Co., The Shasta Water Co., Standard Beverages, Sunset Magazine, Par-T-Pak, Golden Grain Macaroni Co.

•

BROOKE, SMITH, FRENCH & DORRANCE, INC.

82 Hancock Ave., East, Detroit 1, Mich.
Phone Columbia 0860
52 Vanderbilt Ave., New York 17, N. Y.
Phone Murray Hill 6-1800
AAAA — ANPA — PPA — ABP
APA — NOAB
Officers

Chairman of Board.....Sturges Dorrance

President.....Willard S. French
Secretary-Treasurer.....Guy C. Smith
Vice-President.....Charles W. Brooke
Vice-Presidents.....H. M. Overstreet, Henry E. Pengel, Jr., C. C. Wilmot, J. G. Williams, Walter C. Ayers, Blount Slade
Manager, Media Dept.....Herbert R. Bayle
Director of Research.....Walter C. Ayers
Director of Radio.....H. R. Bayle
Radio Accounts Placed—Detroit; Goebel Brewing Co., Hudson Motor Car Co., New York; State of Maine, Church & Dwight, Christmas Club.

•

BROOKS ADVERTISING AGENCY

416 W. 8th St., Los Angeles 14, Calif.
Phone TRinity 0558
ANPA

Officers

General Manager.....A. R. Brooks
Secretary.....M. Jackson
Space and Time Buyer.....A. R. Brooks
Radio Accounts Placed—Bekins Moving & Storage, Citizens Nat'l Trust & Savings Bank.

•

D. P. BROTHER & CO., INC.

General Motors Bldg., Detroit, Mich.
Phone Trinity 2-8250
AAAA — ANPA — PPA — NOAB

Officers

President-Treasurer.....D. P. Brother
Vice-President.....C. Hatch, Jr.
Secretary.....E. M. Reitz
Radio Time Buyer.....C. Georgi, Jr.
Radio Accounts Placed—AC Spark Plug & Oldsmobile Division of General Motors Sales Corp.

•

FRANKLIN BRUCK ADVERTISING CORP.

RKO Bldg., Rockefeller Center,
New York, N. Y.
Phone CIrcle 7-7661
ANPA — PPA — APA

Officers

President.....Franklin Bruck
Secretary and Radio Director.....M. J. Kleinfeld
Vice-President.....Mort Heineman
Radio Time Buyer.....Rae Elbroch
Radio Traffic.....Milton Jurin
Radio Production.....Howard Blake
Research Director.....Jules Nathan
Radio Accounts Placed—North American Accident Insurance Co., Manhattan Soap Company, Johnson Candy Co., Fashion Frocks.

•

BUCHANAN & COMPANY, INC.

1501 Broadway, New York 18, N. Y.
Phone MEdallion 3-3380
AAAA — ANPA — PPA — ABP — SNPA

Officers

Chairman of Board.....Joseph A. Hanff
President.....T. S. Buchanan
Secretary.....A. Grace Barrett
Vice-President & Treas.....John Hertz, Jr.
Radio Director.....Jack Wyatt

Branch Offices

919 No. Michigan Ave., Chicago 11, Ill.
Phone Superior 3047
Vice-President.....George Enzinger

427 West 5th St., Los Angeles 13, Cal.
Phone Mutual 6316
Vice-President.....Fred M. Jordan

155 Montgomery St., San Francisco 4, Calif.
Phone Yukon 2802
Manager.....Ray Randall
Radio Accounts Placed—The Texas Co., Paramount Pictures, Inc., The B. F. Goodrich Co., Bendix Aviation Corp., Soil Ott Mfg. Co., Rainier Brewing Co.

•

BUCHANAN-THOMAS ADVERTISING CO.

412 So. 19th St., Omaha 2, Nebraska
Phone AT 2125
ABP—ANPA—PPA

Officers

Partner.....C. C. Buchanan
Partner.....L. H. Thomas
Radio Director.....Adam Reinemund

•

LEO BURNETT COMPANY, INC.

360 North Michigan Ave., Chicago, Ill.
Phone Central 5959
AAAA — ANPA — PPA — APA

Officers

President.....Leo Burnett
Executive Vice-President.....R. N. Heath
Secretary.....Naomi Burnett
Treasurer.....E. Ross Gamble
Vice-President.....DeWitt O'Kieffe
Vice-President.....John Olson
Director of Radio.....Frank W. Ferrin
Radio Accounts Placed—Network: Pure Oil Co.; National Spot: Lumbermen's Mutual Casualty Co.; Brown Shoe Co.; Pure Oil Co., The Chicago Sun.

•

BYER & BOWMAN ADVERTISING AGENCY

203 East Broad St., Columbus, Ohio
Phone Main 3276
ABP—ANPA—PPA—ABP—NOAB
Co-owners.....Herbert Byer, Gus K. Bowman, Joel M. Burghalter
Director of Radio.....Joel M. Burghalter

•

BERT BUTTERWORTH AGENCY

1606 North Hollywood Avenue
Hollywood 28, California
Phone Hollywood 7263
Space Buyer.....Bert Butterworth
Order Clerk.....Villa J. Pierce

HAROLD CABOT & CO., INC.

24 Milk St., Boston 9, Mass.
Phone HANcock 7690
AAAA—ANPA—APA

Officers

President-Treasurer.....Harold Cabot
Vice-President.....Donald D. Douglass
Vice-President.....John E. Kennedy
Vice-President-Art Director George R. Griffin
Assistant Treasurer.....Eveleth R. Todd
Time Buyer.....J. L. O'Brien

Radio Accounts Placed—H. P. Hood & Sons, Boston & Maine Railroad, The James Hanley Co., Douglas Shoe Co.

•

CAHN-MILLER, INC.

413 N. Charles St., Baltimore 1, Md.
Phone Saratoga 4466-7

Officers

President .....Louis F. Cahn
Secretary-Treasurer.....C. LeRoy Miller

Radio Accounts Placed—Chatham Homespun Suits, Jarman Motors, Popular Club Beveridge Co., Reads' Drugs, N. Hess' Sons, Fraternity Federal, Elite Laundry, H. B. Davis Co.

•

CALKINS & HOLDEN

247 Park Ave., New York, N. Y.
Phone WIckersham 2-6900
AAAA—ABP—ANPA—PPA—
PRB—SAAA—SNPA

Officers

Secretary-Treasurer.....R. P. Clayberger
Radio Dept. Manager.....J. J. Griffin
Asst. Manager.....T. H. Young

Branch Office

333 No. Michigan Ave., Chicago, Ill.
Radio Dept. Manager.....R. A. Washburn

Radio Accounts Placed—Van Camp's, Inc., Oakite Products, Inc.

•

CAMPBELL-EWALD CO., INC.
(Eastern Division)

10 Rockefeller Plaza, New York 20, N. Y.
Phone Circle 7-6383
AAAA—ABP—ANPA—PPA—NOAB

Officers

Chairman of Board.....H. T. Ewald
President & General Manager.F. D. Richards
Vice-Presidents.....Duane W. Beurmann, L. B. Dudley, T. Park Hay, W. E. Blodgett, J. L. Spencer
Time Buyer.....E. A. Elliott
Program Director.....R. F. Hackenger

Branch Offices

1206 19th St., N. W. Washington, D.C.
Phone Metropolitan 5670
Manager.....Emmett Deady

•

CAMPBELL-EWALD CO.

General Motors Bldg., Detroit 2, Mich.
Phone Trinity 2-6200
AAAA—ANPA—ABP—PPA—NOAB

Officers

President.....Henry T. Ewald
Executive Vice-President.....R. H. Crooker
Vice-Pres. & Gen. Mgr.....W. W. Lewis
Vice President-Media Director.J. J. Hartigan

Branch Offices

230 N. Michigan Ave.,
Central 1946
Chicago, Ill.
Manager.....E. W. Clements

•

CAMPBELL-MITHUN, INC.

1370 Northwestern Bank Bldg.
Minneapolis, Minn.
Phone ATlantic 3231
ANPA—PPA—APA—APB—NOAB

Officers

Chairman of Board.....R. B. Campbell
President.....Ray O. Mithun
Secretary.....H. L. Wagoner
Vice-Pres.....J. A. Rheinstrom
Treas. & Time Buyer.....R. E. Pendergast
Radio Dir.....Louis Knopp

Radio Accounts Placed — Land O' Lakes Creameries, Taystee Bread.

•

THE CAPLES COMPANY

535 Fifth Ave., New York, N. Y.
Phone LExington 2-0850
ANPA—PPA—APA—NOAB

Officers

President.....R. C. Caples
Vice-President.....Lynn B. Clarke
Time Buyer.....Ruth D. Folster

Branch Offices

225 East Erie St., Chicago, Ill.
Phone Superior 6016
Vice-President-Secretary-Treasurer,
R. N. Hartsing

1504 Dodge St., Omaha, Nebr.
Phone Jackson 1107
Vice-President.....L. M. Branch
Radio Department Head....Russell Rullman

412 West Sixth St., Los Angeles, Calif.
Phone Mutual 4143
Manager.....Arthur Caron

Radio Accounts Placed — American Express; Union Pacific Railroad; Chicago & North Western Railway; Railway Express Illinois Central.

•

CARY-AINSWORTH, INC.

908-10 Liberty Bldg., Des Moines 9, Iowa
Phone 4-0375
ABP—ANPA—PPA—APA

Officers

President.....R. H. Cary
Vice-President.....David Ainsworth
Secretary.....Evonne Kordick
Time Buyer.....R. H. Cary
Production Manager.....Harold Wierwill

Radio Accounts Placed—Chamberlain Sales Corp., Oelwein Chemical Co., Geppert Studios, Thompson Hybrid Corn Co.

CASANAVE & PEARSON

1600 Broadway, New York, N. Y.
Phone CIrcle 6-1648

Officers

President.....Chas. Casanave
Vice-Pres. & Radio Dir.....C. H. Pearson

Radio Account Placed—Cooper Safety Razor Co.

•

NELSON CHESMAN COMPANY

Hamilton Trust Bldg., Chattanooga 8, Tenn.
Phone 6-4942
SNPA

Officers

Pres. & Treas.....Henry Tritschler
Vice-Pres.....John E. Fontaine
Time Buyer.....H. Tritschler

Radio Accounts Placed—The Chattanooga Medicine Co., Fleetwood Coffee Co., Southern Agriculturist.

•

CECIL & PRESBREY, INC.

247 Park Ave., New York 17, N. Y.
Phone WIckersham 2-8200
ANPA—AAAA—PPA—APA—NOAB

Officers

Ch. Bd.....Chas. Presbrey
Time Buyer.....Harry Parnas
Radio Dir.....T. G. Sabin

•

C. P. CLARK, INC.

2411 West End Ave., Nashville, Tenn.
Phone 7-6602
ABP — ANPA — PPA — SNPA — NOAB
First Advertising Agency Group

Officers

President-In Charge of Radio....C. P. Clark
Secretary-Treasurer.....D. G. Goodwin

•

THE CLEMENTS COMPANY, INC.

1601 Chestnut St., Philadelphia, Pa.
Phone Rittenhouse 0236

Officers

President-Treasurer.....I. W. Clements
Vice-President-Secretary...E. D. Masterman
Director of Radio.....Alice Clements

Radio Accounts Placed—Network: Modern Food Process Co., F. G. Vogt & Sons, Pharmaco, Inc., Hudson Coal Co., Horn & Hardart, Certified Milk Assn.

•

RUSSELL C. COMER ADVERTISING CO.

Land Bank Building, Kansas City, Mo.
Phone HArrison 3964
APA

Officers

President.....Russell C. Comer
Vice-President.....John C. Fehlandt
Secretary.....A. M. Rockie
Treasurer.....Cecil W. Trapp
Recording Engn.....F. Ries

COMPTON ADVERTISING, INC.

630 Fifth Ave., New York, N. Y.
Phone Circle 6-2800
AAAA—ABP—ANPA—PPA—PBR—SAAA—SNPA

Officers

President .....Richard Compton
Executive Vice-President.....Trell Yocum
Secretary-Treasurer.....Leonard T. Bush
Vice-Presidents.....Leonard T. Bush, Harold S. Barnes, Gordon Aymar, Craig Davidson, John E. McMillin, Guy Richards, Edward Battey, Jr., Frank Griffin
Director of Radio.....Storrs Haynes
Ass't Head, Radio Dept...Lewis H. Titterton
Program Director.....Carlis K. Wilber
Casting Director.....Isabel Olmstead
Publicity Director.....Lilian Schoen
Radio Time Buyers.....Murray Carpenter, Frank B. Kemp.

Branch Offices

Socony Vacuum Bldg., Chicago, Ill.
Manager.....L. O. Holmberg
New Center Bldg., Detroit, Mich.
Manager.....R. W. Heizer
Bryant Bldg., Kansas City, Mo.
Manager.....Merrell Boyce

Radio Account Placed—Procter & Gamble Co. (Ivory Soap, Ivory Flakes, Crisco, P. & G. Naptha Soap, Fluffo, Barsalou Soap, Duz), Wheatena Corp., William S. Scull Co. (Boscul Coffee and Minute-Man Soups), Socony-Vacuum Oil Co., American Home Products Co., Kruger Brewing Co., Kolynos Tooth Powder, Kelly Springfield Tires, Allis Chalmers Co.

•

COOLIDGE ADVERTISING CO.

308-311 Insurance Exchange, Des Moines, Ia.
Phone 2-0221
AAAA — ABP — ANPA — PPA — APA

Officers

President .....Paul Blakemore
Vice-President .....Henry Kroeger
Production Manager.....N. E. deReus

•

COWAN & DENGLER, INC.

527 Fifth Ave., New York 17, N. Y.
Phone MUrray Hill 2-0940
ANPA — PPA — NOAB — APA

Officers

President.....Stuart D. Cowan
V-P, Secretary-Treasurer.....H. W. Dengler
Media Director-Time Buyer, Miss A. Marie Maus
Office Manager.....William Erichs

Radio Accounts Placed—American Agricultural Chemical Co., Walban Corp.

•

JOHN GILBERT CRAIG ADV.

903 Shipley St., Wilmington, Del.
Phone 6185
ABP—APA—NAAN

Officers

President.....J. C. Craig
Vice-Pres.....R. V. Craig
Sec. & Treas.....K. W. Anderson

•

THE CRAMER-KRASSELT CO.

733 N. Van Buren St., Milwaukee, Wisc.
Phone Daly 3500
AAAA — ABP — ANPA — PPA
APA — NOAB

Officers

President.....A. W. Seiler
Executive Vice-President.....H. N. Pasteur
Vice-Presidents.....H. T. Dyson, C. W. Faude, A. J. Spoerl
Secretary.....F. Aumueller
Treasurer.....P. A. Schmidt
Director of Media.....L. H. Ness
Asst. Director of Radio.....Loretta Mahar

Radio Accounts Placed—Plankinton Packing Co., John Graf Co., Luick Ice Cream Co.

•

CRITCHFIELD & COMPANY

720 North Michigan Ave., Chicago 11, Ill.
Phone Superior 3061
ANPA — APA — PPA — NAOB

Officers

President.....Scott S. Smith
Secretary.....R. C. Scrymiger
Vice-President .....E. P. Nesbitt
Radio Director.....M. E. Blackburn

Radio Accounts Placed—Wheeling Steel Corp.

•

CRUTTENDEN & EGER

64 E. Lake St., Chicago 1, Ill.
Phone Central 7830
PPA—APA—ABP
Owner.....Edmund I. Eger

•

D'ARCY ADVERTISING COMPANY

Missouri Pacific Bldg., St. Louis 3, Mo.
Phone Central 6700
AAAA — ANPA — PPA — ABP — PRB — SAAA—SNPA—NOAB

Officers

President.....W. C. D'Arcy
Secretary-Treasurer.....C. C. Pangman

Branch Offices

515 Madison Ave., New York 22, N. Y.
Phone Eldorado 5-5435
Vice-President in Charge of Radio.....Alfred N. Steele
Radio Dept.....J. T. Irvine
Wallace Pflueger
Terminal Bldg., Cleveland, Ohio
Phone Cherry 0158
Stanley Seward, H. M. Cooper
P. O. Box 1734, Atlanta, Ga.
Phone Vernon 0021
J. H. Kinsella
90 Broadview Ave., Toronto, Canada
Gramont Altenbernd

Radio Account Placed—The Coca-Cola Co.

DANCER-FITZGERALD-SAMPLE

221 No. La Salle St., Chicago 1, Ill.
Phone Dearborn 0900
ABP—ANPA—APA—PPA—ABC—NOAB

Officers

Partners.....H. M. Dancer, C. L. Fitzgerald, J. G. Sample
Treasurer.....Paul Keenan
Acct. Execs.....Kenneth F. Beirn, D. D. Brown, Joseph Greeley, Thomas L. Greer, Robert F. Hussey, James S. Lind, A. W. Neally
Radio Supervisors.....Carl Stanton, Roy Winsor, George Stellman, Philip Bowman, Charles L. Hotchkiss
Dir. of Research and Media....C. A. Wolcott
Space Buyers.....Paul K. Flavin, J. L. Snodgrass
Dir. of Radio Time Buying...J. James Neale
Copy Supervisors.....James Tennyson, W. Norman Graham, Hazel F. Gwynn
Director of Art.....A. F. H. Armstrong
Art Directors.....Stuart Rae, Frank Livingston
Director of Merchandising.....A. O. Meyer

Branch Offices

247 Park Ave., New York 17, N. Y.
Phone WIckersham 2-2700
Acct. Execs.....Bertram H. Carter, Frank A. Kearney, Robert A. McNell, Joseph I. Palistrant, A. W. Spence, George G. Tormey
Director Creative Dept.....Erwin D. Swann
Art Director.....William Irwin

Room 1014, Taft Building, 1680 Vine St., Hollywood, Calif.
Phone Hempstead 0716
Manager Western Office.....James West
Radio Talent.....Ann Parks

Radio Accounts Placed—Affiliated Products, Inc., Alba Chemical Company, Anacin Company, Bayer Company, Bi-So-Dol Company, Boyle, A. S., Company, Continental Illinois National Bank & Trust Co., Falstaff Brewing Corp., General Mills, Inc., Hirestra Labs., Inc., Kilmer & Co., Inc., Knowlton Danderine Co., Kolynos Company, Inc., Larned Corp., The, Midway Chemical Company, Mystic Laboratories, Phillips, Chas. H., Chemical Co., Procter & Gamble Company, The, Sterling Products Company, Valmont of Canada, Watkins, R. L., Co.

•

JIMM DAUGHERTY, INC.

706 Chestnut St., St. Louis, Mo.
Phone Main 0790-0791
ABP — PPA

Officers

President-Time Buyer..James M. Daugherty
Service Director.....Joseph E. Schmitt

Radio Accounts Placed—Pepsi-Cola Bottlers of St. Louis, Meyer Bros. Drug Co., St. Louis Dairy Co.

BEN DEAN ADVERTISING AGENCY

207 Houseman Bldg., Grand Rapids, Mich.
Phone 8-0666
APA—ABP

Owner.....Ben Dean
Asst.....Mildred Juneau

•

DOE-ANDERSON ADVERTISING AGENCY

308 Martin Brown Bldg., Louisville 2, Ky.
Phone Wabash 3193
ANPA—PPA—APA—SNPA

Officers

President.....Elmer H. Doe
Account Executive.....Warwick Anderson

Radio Accounts Placed — Free & Peters, Inc., Radio Station WAVE, Radio Station WHO, Radio Station WDAY, Radio Station WDBJ, Radio Station WPTF, Radio Station

•

THE RALPH L. DOMBROWER CO., INC.

Dombrower Bldg., Richmond, Va.
Phone 3-111-3
AAAA—ABP—ANPA—PPA—SAAA—SNPA

Officers

President.....R. L. Dombrower
Vice-President.....M. L. Wallerstein
Secretary.....L. E. Carney
Manager Radio Dept.....J. C. Fulmer

Radio Accounts Placed—E. P. Murphy & Son, Inc., British-American Ambulance Corps, Inc.

•

DONAHUE AND COE, INC.

1270 Sixth Ave., New York 20, N. Y.
Phone Columbus 5-4252
ANPA — PPA — ABP — PRB — SNPA

Officers

President.....Edward J. Churchill
Treasurer.....W. B. Patterson
Secretary.....O. A. Kingsbury
Radio Dir. & V.-President..Edw. J. Fitzgerald
Time Buyer.....Joe Lincoln
Script Chief.....Latham Owens
Production.....Robert Monroe

Branch Office
411 Hurt Bldg., Atlanta, Ga.
Phone Main 5662

Manager.....H. L. Morrill, Jr.

Radio Accounts Placed—Scholl Mfg. Co., Metro-Goldwyn-Mayer, Grove's Labs, Beaumont Co., Goldwyn Productions, Republic Pictures, Cagney Productions, N. Y. Herald Tribune, Atlantic Beer, Radio City Music Hall

•

DOREMUS & CO.

120 Broadway, New York 5, N. Y.
Phone REctor 2-1600
ANPA—PPA—APA—ABP—NOAB

Officers

President.....Wm. H. Long, Jr.
Exec. Vice-Pres.....W. H. Burnham
Treasurer.....R. E. Williams

•

JOHN C. DOWD, INC.

Park Square Bldg., Boston, Mass.
Phone Hubbard 8050

Officers

President-Radio Director.....John C. Dowd
Executive Vice-President.....E. D. Parent

•

SHERMAN K. ELLIS & CO.

247 Park Ave., New York 17, N. Y.
Phone PLaza 5-7711
AAAA—ANPA—PPA—APA

Officers

President-Treasurer.....Sherman K. Ellis
Exec. Vice-President.....C. E. Staudinger
Vice-Presidents.....E. S. Pratt, John F. Price
Radio Time Buyer.....Harry Torp

Branch Offices
141 W. Jackson Blvd., Chicago, Ill.
Phone Harrison 8612

Radio Executive.....Palmer Clark

Radio Accounts Placed—Quaker Oats Co., Chop Stick Co.

•

ERWIN, WASEY & CO., INC.

Graybar Bldg., 420 Lexington Ave.,
New York 17, N. Y.
Phone MOhawk 4-8700
AAAA—ABP—ANPA—PPA—
SNPA—SAAA—NOAB—OAAA

Officers

President.....Louis R. Wasey
Vice-President-General Manager, Howard D. Williams
Treasurer.....A. G. Van Utt
Director of Radio.....C. H. Cottington
Asst. Radio Director.....Joe Brattain
Radio Production.....Frank Haas
Woman's Program.....Peg de Gripenberg

Branch Offices
Erwin Wasey & Co., Ltd.
230 N. Michigan Ave., Chicago, Ill.
Phone Randolph 4952

Vice-President.....L. R. Northrup

Erwin Wasey & Co. of Minnesota
Rand Tower, Minneapolis, Minn.
Phone Atlantic 1223

President.....Mac Martin

Erwin Wasey & Co. of the Pacific Coast
333 Montgomery St., San Francisco, Calif.
Phone Exbrook 7004

Vice-President.....S. R. Hutton
714 W. 10th St., Los Angeles, Calif.
Phone Prospect 5317

Executive Vice-President.....H. A. Stebbins
Skinner Bldg., Seattle, Wash.
Phone Maine 6435

Vice-President.....W. E. Kraft

First National Bank Bldg.,
Oklahoma City, Okla.
Vice-President.....Harold Holsell
Radio Accounts Placed—Lydia E. Pinkham Medicine Co., Musterole Co., The Barbasol Co., Consolidated Cigar Co., Carnation Co., R. B. Semler, Inc., Zonite Products Co., Primrose House, Inc., Seeck & Kade, S. C. Johnson & Son, Inc., Mason, Au & Magenheimer Conf. Mfg. Co., Petri Wine Co., National Lead Co., Leslie Salt Co., Langendorf United Bakers, Inc., Schuckl Rancho Soup, Ballard & Skellet, Nash Coffee Co., Reis Bottling Works, Salisbury & Saterlee Co., Sturdiwheat Co.

•

WILLIAM ESTY & COMPANY

100 East 42nd St., New York 17, N. Y.
Phone Caledonia 5-1900
Officers
President and Treasurer.....William Esty
Secretary.....E. H. Cummings
Director of Radio.....Thos. D. Luckenbill
Time Buyers.....John C. Esty, Richard Grahl.
Radio Producers .....Don Bernard, Phil Cohan, Al Foster, Martin Gosch, Kenneth MacGregor, Tom Reilly, Tom Wallace.
Radio Accounts Placed—R. J. Reynolds Tobacco Co., Lehn & Fink Products, Inc., Pacquin's Hand Cream, Thomas Leeming & Co., Colgate-Palmolive-Peet Co., Piel Bros.

•

FEDERAL ADVERTISING AGENCY, INC.

444 Madison Ave., New York 22, N. Y.
Phone Eldorado 5-6400
AAAA — ANPA — PPA — ABP
Officers
President .....Robert Tinsman
Vice-Presidents.....James O'Brien, Jules B. Singer, Joseph Beck, Kenneth Plumb, C. G. Wright, Donald Parsons, Macgregor Armiston
Treasurer .....George Dietrich
General Manager-Secretary..George Dietrich
Radio Director.....J. S. Davidson
Time Buyer.....Penelope Simmons
Publicity Director.....W. Baxter
Radio Accounts Placed—American Safety Razor Corp., Joseph Dixon Crucible Co. (Ticonderoga Pencils), J. F. Trommer Co., Inc., General Cigar Co., National Biscuit Co. (for Nabisco, Shredded Wheat, Shreddies), Rockwood & Co., Durkee Famous Foods (Durkee's Dressing).

•

HARRY FEIGENBAUM ADVERTISING AGENCY

1420 Walnut St., Philadelphia, Pa.
Phone Pennypacker 3623
ANPA — PPA
Officers
President.....Harry Feigenbaum
Radio Dept. Manager.....David Wermen
Radio Director & Talent.....Ralph A. Hart

FERRY-HANLY COMPANY

3200 Fidelity Bldg., Kansas City 6, Mo.
Phone HArrison 4890
AAAA—ABP—ANPA—PPA—NOAB
Officers
President.....C. P. Hanly
Vice-Presidents.....Bruce B. Brewer, H. M. Montgomery, C. L. Collette
Secretary-Treasurer.....O. P. Luther
New York Office
500 Fifth Ave., New York 18, N. Y.
Phone LOngacre 5-5000
Manager.....H. M. Montgomery
Chicago Office
430 N. Michigan Ave., Chicago 11, Ill.
Phone CEntral 8333
Manager.....C. L. Collette
Radio Accounts Placed—Skinner Mfg. Co., Nutrena Mills, Inc., Faultless Starch Co., Johnson & Johnson (TEK toothbrushes).

•

LAWRENCE FERTIG & CO., INC.

149 Madison Ave., New York 16, N. Y.
Phone MUrray Hill 4-3300
ABP—ANPA—PPA—APA—NOAB
Officers
President & Treasurer.....Lawrence Fertig
Radio Director.....Henry Bretzfield
Radio Accounts Placed — Smith-Douglass Co., Inc.

•

ROBERT G. FIELDS & CO.

Warner Bldg., Nashville, Tenn.
Phone 6-1977
PPA — SNPA — ABP
Officers
President.....Robert G. Fields

•

FITZGERALD ADVERTISING AGENCY, INC.

202 Southern Bldg., 833 Howard Ave.,
New Orleans 13, La.
Phone Raymond 5194
AAAA — ANPA — PPA — SNPA
APA — ABP — NOAB
Officers
President.....Joe L. Killeen
Vice-President.....Joseph H. Epstein
V.-P. and Time Buyer.....Leonard Gessner
Secretary-Treasurer.....Roy M. Schwarz
Radio Director.....Martha Dulin
Radio Account Placed—Wesson Oil & Snowdrift Sales Co.

•

FLACK ADVERTISING AGENCY

Hills Bldg., Syracuse 2, N. Y.
Phone 2-3129
ABP — ANPA — PPA — APA
Officers
Owner.....John B. Flack
Radio Account Executive
Richard H. Wickham
Radio Accounts Placed—Netherland Dairy, Keepsake Diamond Rings, Napteen Labs, Bardeen's, Inc.

FOLEY ADVERTISING AGENCY

1012 NBC Bldg., Cleveland, Ohio
Phone Cherry 1490
ANPA

Officers

President.....Robert B. Foley
Space Buyer.....Helen M. Little

Radio Accounts Placed—I. J. Fox, Inc., The Bing Co., Ohio Floor Covering Co., Perry Auto Stores.

•

FOOTE, CONE & BELDING

919 N. Michigan Ave., Chicago, Ill.
Phone Superior 4800
AAAA — ANPA — ABP — PPA

Officers

Chairman of the Board.....Don Belding
President .....Emerson Foote
Chairman, Executive Committee
Fairfax Cone
Executive Vice-President....E. I. Harrington
Secretary-Treasurer.....William R. Sachse
Radio Production Manager.....Vic Hunter
Radio Time Buyer.....G. Lemper

Branch Offices

247 Park Ave., New York, N. Y.
Phone WIckersham 2-6600
President.....Emerson Foote
Radio Manager.....Lee Strahorn
Radio Time Buyer.....G. Lemper

601 West Fifth St., Los Angeles, Calif.
Phone Michigan 7651
Chairman of Board.....Don Belding

235 Montgomery St., San Francisco, Calif.
Phone Sutter 2355
Executive Vice-President.....H. K. Reynolds

6117 Sunset Blvd., Hollywood, Calif.
Phone Hollywood 6265
Radio Production Managers.....T. F. Smith, Tom Sawyer, Paul Phillips, Arnold Maguire

Radio Accounts Placed — Albers Milling Company, All Year Club of Southern California, The American Tobacco Company, Armour & Company, Beatrice Creamery Company, Bechtel, McCone & Parsons. Bourjoise-Chanel-Barbara Gould, California Fruit Growers Exchange, Californians, Inc., Carnation Company (Fresh Milk & Ice Cream Division), Cities Service Company, Commercial Investment Trust, Inc.

Commercial National Bank & Trust Co. of New York, Commonwealth Edison Company, Del Monte Properties Company, Frigidaire Division, General Motors; Hartwell Aviation Supply Company, International Cellucotton Products Company, Jell Well Dessert Company, Kimberly-Clark Corporation, Lindsay Ripe Olive Company, Lockheed Aircraft Corporation, Menasco Manufacturing Company, Milk Industry of San Francisco, Montgomery Ward & Company, New York Central.

Pacific Mutual Life Insurance Company, People's Gas, Light & Coke Co.; The Pepsodent Company, Prune Proration Zone No. 1, Public Service Corporation of Northern Illinois, Purex Corporation, Ltd., RKO Pictures, Inc., RKO Theatres, Roos Bros., Safeway Stores, Inc., Security First National Bank of Los Angeles, Southern Pacific Company, Stagg-Finch Distillers Corp., Sun-Maid Raisin Growers Association, Sunnyvale Packing Company, Union Oil Company, Vega Aircraft Corporation, Western United Gas & Electric Company.

•

FORT & COMPANY

Wilder Bldg., Charlotte 1, N. C.
Phone 4-7122
APA — SNPA

Officers

President.....John L. Fort

Radio Accounts Placed—A. K. Sutton, Inc., McCoy's Service Stations, T. W. Garner Food Co. (Local).

•

ALBERT FRANK-GUENTHER LAW, INC.

131 Cedar St., New York, N. Y.
Phone COrtlandt 7-5060
ANPA — PPA — ABP — NOAB

Officers

Chairman of the Board....Emmett Corrigan
President.....Frank J. Reynolds
First Vice-President & Treasurer
Victor J. Cevasco
Vice-President & Secretary.Harold E. Maples
Radio Department.....John V. McAdams

Branch Offices

Post Office Square, Boston, Mass.
Phone Hancock 5900

Packard Bldg., Philadelphia, Pa.
Phone Rittenhouse 3915

1 La Salle St., Chicago, Ill.
Phone Dearborn 8910

155 Sansome St., San Francisco, Calif.
Phone EXbrook 3484

•

HARRY M. FROST CO., INC.

260 Tremont St., Boston, Mass.
Phone LIberty 0813
ANPA—PPA

President.....Karl M. Frost
Treasurer.....Harry M. Frost
Asst. Treas.....Edith G. Robinson
Production Manager.....Harold E. Bessom
Secretary.....Harvey P. Newcomb
Radio Director & Time Buyer
Harvey P. Newcomb

Branch Offices

Lynn, Mass.

Radio Accounts Placed — Durkee-Mower, Inc., CcLect Baking Co., Cold Spring Brewing Co., Eastern Racing Assn., Eldred & Barbo, National Bakers' Service, Shubert Theatres, Supreme Wine Co., Whipple Co.

FULLER & SMITH & ROSS, INC.

71 Vanderbilt Ave., New York 17, N. Y.
Phone MUrray Hill 6-5600
1501 Euclid Ave., Cleveland, Ohio
Phone Cherry 6700
AAAA — ANPA — PPA — ABP
APA—ABC—NOAB

Officers

President (Cleveland).....A. L. Billingsley
Chairman of the Board (New York)
J. E. Wiley
Secretary-Treasurer (Cleveland)
C. C. Reidenbaugh
Radio Director (New York)....Lee Williams

Radio Accounts Placed—Alcoa.

•

GARDNER ADVERTISING CO.

915 Olive St., St. Louis 1, Mo.
Phone Garfield 2915
AAAA — ABP — ANPA — PPA — PRB
SAAA — SNPA

Officers

Chairman of Board.....H. S. Gardner
President.....E. G. Marshutz
Executive Vice-President...Mrs. E. P. Proetz
Secretary.....E. A. W. Schulenburg
Treasurer.....E. R. Gardner
Director of Radio (St. Louis)..C. E. Claggett

Branch Offices

9 Rockefeller Plaza, New York, N. Y.
Phone Columbus 5-2000
Vice-President in Charge of Radio,
Roland Martini
215 Pershing Road
Phone Harrison 7535

Radio Accounts Placed—Pet Milk Co., Ralston Purina Co., Cupples Co. (Kent Vitamins), B-1 Beverage Company, H. D. Lee Company.

•

GARFIELD & GUILD ADVERTISING AGENCY

660 Market St., San Francisco, Calif.
Phone EXbrook 3420
PPA—ANPA—NOAB—ABP—APA

Officers

President.....Sidney Garfield
Vice Pres. & Director of Radio..Walter Guild
Radio Time Buyer.....Bertha Rios

Radio Accounts Placed—Brite-Ize, Brody's, Capwell, Sullivan & Furth, El Dorado Oil Co., Euclid Candy Co., Alice Frock, Haskins Bros., Hurley Marine Works, Good Foods, Inc., Gravem-Inglis Baking Co., Kay Jewelers, Valley Church of the Air, Smith's, No-Doz Awakeners, Northrup King & Co., Remar Baking Co., Rosefield Packing Co.

•

W. W. GARRISON & COMPANY

400 N. Michigan Ave., Chicago, Ill.
Phone Superior 8191
ABP — ANPA — PPA

Officers

President.....W. W. Garrison
Vice-Presidents.....Brooks Middleton, Earl Lines
Time Buyer.....G. P. Schill

Radio Accounts Placed—Florida Citrus Exchange, W. A. Sheaffer Pen Co. (foreign).

•

GEYER, CORNELL & NEWELL, INC.

745 Fifth Ave., New York, N. Y.
Phone Wickersham 2-5400
AAAA — PPA — ANPA

Officers

President .....Bertram B. Geyer
Exec. Comm. Chairman.....Joe M. Dawson
Vice-Presidents.....H. W. Newell, R. M. Ganger, J. W. Bertch, Manfred Darmstadter
Radio Director.....Eleanor Larsen

Branch Offices

V. B. Bldg., Dayton, O.
Phone Fulton 4145
Manager.....E. G. Frost
14250 Plymouth Rd., Detroit, Mich.
Phone, Hogarth 5520
Manager.....H. M. Hempstead
Hibbs Bldg., 725 - 15th St., N.W., Wash., D. C.
V. P. & Manager.....J. W. Bertch

Radio Accounts Placed—E. R. Squibb & Sons.

•

GILLHAM ADVERTISING AGENCY

Continental Bank Bldg.,
Salt Lake City, Utah
Phone 4-5516
ANPA — APA — ABP

Officers

President & Treasurer.....M. C. Nelson
Vice-Presidents .....J. Y. Tipton, Lon Richardson
Secretary.....Virginia Murray
Copywriter.....Mary Lou Ritchie
Radio Director.....Victor V. Bell

Radio Accounts Placed—Sego Milk Products Co., Utah Oil Refining Co., Excelcis Products Co., Mountain Fuel Supply Co., Royal Baking Co., Walker Bank & Trust Co., Sweet Candy Co., Cloverleaf Dairy, Tracy Loan & Trust Co., Utah Finance Co., Utah Power & Light Co., Union Pacific R. R., Utah State Fed. of Labor, First Federal Savings & Loan Assn.

•

GLASER ADVERTISING, INC.

Statler Bldg., Boston 16, Mass.
Phone Hubbard 7188
AAAA — ABP — ANPA — PPA — APA

Officers

President.....Louis Glaser
Radio Director.....M. B. Collins
Production Manager Thomas F. Eccleston, Jr.

Radio Accounts Placed—Hathaway Bakeries, Inc., Rose-Derry Co.

•

GLASSER-GAILEY & CO.

3275 Wilshire Blvd., Los Angeles 5, Calif.
Phone Fl. 2141

Officers

Partner.....G. F. Glasser
Radio Director.....P. E. Gailey
Time Buyer.....K. C. Jones

RAY K. GLENN ADVERTISING

1366 First Natl. Bldg., Oklahoma City 2, Okla.
Phone 3-5439
ABP—ANPA—SAAA—SNPA—NOAB

Officers

General Manager.....Ray K. Glenn
Radio Director.....Lowe Runkle

Branch Offices

1342 Liberty Bank Bldg., Dallas, Texas
Phone CEntral 3334
Manager.....T. A. Workman

1615 Fort Worth Natl. Bank Bldg.,
Fort Worth, Texas
Phone 2-2575
Manager.....Duke Burger, Jr.

Radio Accounts Placed—The Frito Co., Globe Laboratories, Bewley Mills, Williamson-Dickey Mfg. Co., Producers Creamery Co., Cains Coffee Co., Hardeman-King Co.

•

GLICKSMAN ADVERTISING CO., INC.

400 Madison Ave., New York, N. Y.
Phone PLaza 8-0716
ABP — ANPA — PPA

Officers

President .....Joseph Glicksman
Vice-President-Secretary .William Glicksman
Treasurer .....David Glicksman
Radio Director.....Jos. Glicksman

Radio Accounts Placed—Adam Hats, Portis Bros. Hat Co.

•

GOODKIND, JOICE & MORGAN

919 North Michigan Ave., Chicago, Ill.
Phone Superior 6747
AAAA—ANPA—PPA—ABP

Affiliated with Raymond R. Morgan Co. Hollywood, Calif.

Officers

President.....Clyde M. Joice
Vice President-Treasurer.M. Lewis Goodkind
Vice-President-Merchandising,
Harlow P. Roberts
Copy Chief.....Garrick M. Taylor
Space Buyer.....Florence A. Neighbors

Radio Accounts Placed—Service Stores, Inc., Planters Nut & Chocolate Co., Goldenrod Ice Cream Co., Planters Edible Oil Co., Tatman, Inc., Straus Securities Co., Iowa Soap Co., Pine Forest Co., Hooker Glass & Paint Co.

•

GOTHAM ADVERTISING COMPANY

2 West 46th St., New York 19, N. Y.
Phone LOngacre 5-2616
APA—ABP—ANPA—PPA

Officers

President.....C. E. Harris
Radio Director.....Arthur A. Kron

Radio Accounts Placed—McCann Pure Food Hour, Chichester Chemical Co., Morris Plan Bank.

GRANT ADVERTISING, INC.

1313 Gulf States Bldg., Dallas, Texas
Phone RIverside 8121
ABP—ANPA—PPA—PRB—SNPA

Officers

President.....Will C. Grant
Vice-Presidents.....Claude R. Miller, George C. Bayna, Eugene W. Cooper
Radio Directors.....L. G. Harris, D. Lockhart

Branch Offices

919 N. Michigan Ave., Chicago 11, Ill.
Phone SUperior 9052
Radio Director.....James Whipple

30 Rockefeller Plaza, New York 20, N. Y.
Phone CIrcle 5-4485
Radio Dept.....John C. Morrow, Perry Dickey, Jim McClain, Evelyn Elam

Edif. Guardiola, Mexico City, Mexico
Phone 6-1380

Padre Mier 474, Monterrey, Mexico

Radio Accounts Placed—Vick Chemical Co. (Vitamins Plus), Mars, Inc., Cudahy Packing Co., American Chicle Co. (Beeman's).

•

GREEN-BRODIE, INC.

420 Madison Ave., New York 17, N. Y.
Phone PLaza 3-9533
ANPA — PPA

Officers

President.....Julian P. Brodie
Secretary-Treasurer.....Alan Green
Vice President-Art Director.Murray A. Levin
Production Director.....Harold Lebow
Radio Dept.....Julian P. Brodie

Radio Accounts Placed—Pieter deWitt Diamonds, Ltd., Trade Bank & Trust Co.

•

GREY ADVERTISING AGENCY, INC.

166 West 32nd St., New York 1, N. Y.
Phone CHickering 4-3900
ABP — ANPA — PPA — NOAB — APA

Officers

President.....Lawrence Valenstein
Executive Vice-President.....Arthur C. Fatt
Supervisor of Radio.....Herschel Deutsch
Time Buyer.....Maria J. White

Radio Accounts Placed—Berkely Razor Blades, Dif Corp., Lambert Bros., Major "B" Vitamins, Miles Shoe Stores.

•

GRISWOLD-ESHLEMAN

2700 Terminal Tower, Cleveland 13, Ohio
Phone MAin 7626
AAAA—ANPA—PPA—APA—APB—NOAB

Officers

President.....C. L. Eshleman
Radio Director.....Earl R. Preble

Radio Accounts Placed—Fleetwing Corp.

JULIAN GROSS ADVERTISING AGENCY

11 Asylum St., Hartford, Conn.
Phone 7-7179

Officers

Owner ..... Julian Gross
Radio Director ..... Geraldine K. Ray
Account Executive ..... M. Gold

•

M. H. HACKETT CO.

9 Rockefeller Plaza, New York, N. Y.
Phone CIrcle 6-1950
ABP — ANPA — PPA — NOAB

Officers

Partner ..... Montague H. Hackett
Members: ..... Robt. D. Spahn, John Small, Henry C. Bainbridge, Louis Redmond, Aida Stearns.

Radio Accounts Placed—Riggio Tobacco Corp., Chatham Mfg. Co.

•

HART-CONWAY CO., INC.

Genesee Valley Trust Bldg., Rochester, N. Y.
Phone Main 2073
ANPA — APA

Officers

President ..... H. Lyman Hart
Secretary ..... M. Brinkman Hart
Vice President ..... Harold E. Kennedy
Radio Director ..... John P. Street

•

GEORGE H. HARTMAN CO.

307 North Michigan Ave., Chicago 1, Ill.
Phone State 0055
ANPA — PPA — APA — ABP — NOAB

Officers

President ..... George H. Hartman
Secretary-Treasurer ..... Frank R. Hartman
Radio Director ..... Thomas Kivlan

Radio Accounts Placed—Hartz Mountain Products, Nelson Bros. Co., Simoniz Co., P. A. Starck Co., Sawyer Biscuit Co.

•

HENRI, HURST & McDONALD, INC.

520 N. Michigan Ave., Chicago 11, Ill.
Phone SUperior 3000
ANPA—PPA—APA—ABP—NOAB

Officers

President ..... W. B. Henri
Secretary ..... W. D. McDonald
Treasurer ..... J. F. Hurst
Space Buyer ..... Louis C. Paul
Radio Director ..... W. S. Shartle

Radio Accounts Placed—Network: Hall Bros., Inc., Skelly Oil Co., John Morrell & Co. National Spot: John Morrell & Co., Ballard & Ballard Co., Carolene Products Co., Elatz Brewing Co., Acme White Lead & Color Works.

•

HILLMAN-SHANE-BREYER, INC.

403 W. 8th St., Los Angeles, Calif.
Phone Vandike 5111

Officers

President ..... David S. Hillman
Vice-Pres. & Radio Div. ..... Donald A. Breyer
Time Buyer ..... S. Schonfeld

HIXON-O'DONNELL ADV., INC.

19 West 50th St., New York 20, N. Y.
CIrcle 5-6590
ANPA—PPA—APA—ABP—NOAB

Officers

President & Treasurer ..... S. M. Morey
Vice-President ..... Thos. E. Orr
V.-P. & Radio Director ..... L. B. Van Doren

Branch Office

555 S. Flower St., Los Angeles, Calif.
Mutual 8331

President ..... G. K. Breitenstein

Radio Accounts Placed—Richfield Oil Corp., Robertshaw Co., Sinclair Refining Co., Stein Hall & Co.

•

WILLIAM F. HOLLAND AGENCY

Hotel Simon, Cincinnati, Ohio
Phone MAin 3450

Officers

Owner ..... William F. Holland
Copy Chief ..... James Parsons
Art Director ..... Pat O'Brien
Research Director ..... P. L. West
Program Director ..... Walt Covell

•

CHARLES W. HOYT COMPANY, INC.

551 Fifth Ave., New York 17, N. Y.
Phone MUrray Hill 2-0850
AAAA — ANPA — PPA — ABP — NOAB

Officers

President and Treasurer ..... Everett W. Hoyt
Secretary ..... C. B. Donovan
Vice-Presidents ..... F. A. Whipple, W. K. Dingledine
Director of Radio ..... W. P. Smith
Time Buyer ..... D. W. Coutlee

Branch Office

650 Main St., Hartford, Conn.
Phone 5-6066

Vice-President ..... F. A. Whipple

Radio Accounts Placed—B. C. Remedy Co., Richardson & Robbins, Charles Gulden, Inc., American Molasses Co., Merck & Co., Burnham & Morrill, Snider Packing Corp., E. L. Knowles Co., Rubine.

•

THE H S G ADVERTISING AGENCY

19 East 53rd St., New York, N. Y.
Phone WIckersham 2-3338

Officers

President-Treasurer ..... H. S. Goodman
Secretary ..... H. Knuth
Vice-Presidents ..... Everett F. Goodman, A. D. Paker

Branch Offices

American National Bank Bldg., Chicago, Ill.
206 S. Spring St., Los Angeles, Calif.

•

H. B. HUMPHREY CO.

1235 Statler Bldg., Boston, Mass.
Phone Liberty 4714
AAAA — ABP — ANPA — PPA — APA

Officers

Chairman of Board ..... Henry B. Humphrey
President-Treasurer ..... Richard S. Humphrey

Vice-President-Copy Chief, Julian L. Watkins
Vice-President.....Herbert T. Hand, Jr.
Radio Director.....Wm. H. Eynon
Account Executives....Herbert T. Hand, Jr., Frank Christian
Production Manager.....G. L. Leonard
Radio Accounts Placed—Rumford Chemical Works, Christian Science Monitor, The Employers' Group Insurance Companies, Jos. Burnett Co.

•

HUTCHINS ADVERTISING COMPANY, INC.

Cutler Bldg., Rochester, N. Y.
Phone Main 3528
APA — ANPA — PPA — ABP
Officers

President .....M. S. Hutchins
Treasurer .....F. I. Hutchins
Secretary .....F. R. Hutchins
Vice-President & Director of Radio F. A. Hutchins
Vice-Presidents.....J. P. McCarthy, R. P. Weis

•

IVEY & ELLINGTON, INC.

1400 So. Penn Square, Philadelphia 2, Pa.
Phone Locust 7909
ANPA — PPA
Officers

President.....Neal D. Ivey
Vice-President-Treasurer...Jesse T. Ellington
Secretary.....George V. Strong
Media Director.....C. R. Palmer

Branch Office
155 East 44th St., New York 17, N. Y.
Phone MUrray Hill 3-5680

Vice-Presidents.....Thomas M. Keresey, T. S. Strong
Radio Accounts Placed—Bayuk Cigars Inc., General Baking Co., Packers Tar Soap Inc., Young People's Church of the Air.

•

JOSEPH JACOBS JEWISH MARKET ORGANIZATION

6 East 46th St., New York 17, N. Y.
Phone MUrray Hill 2-6995

President and Director.....Joseph Jacobs
General Manager.....Morris Unger
Time Buyer.....Joseph Jacobs
Talent Buyer and Program Manager M. Keilson
Production Director.....Sholom Rubinstein
Research, Script and Radio Publicity David M. Hausdorff, J. J. Freedman
Radio Accounts Placed—Maxwell House Coffee, Diamond Crystal Salt, Bab-O, R. B. Davis Co., My-T-Fine Desserts, Cream of Rice, Premier Food Products, Ralston-Purina Co., Sanka Coffee, Grape-Nuts Wheat-Meal, Kemp's Tomato Juice, Colgate Dental Cream, International Cellucotton Products Co., Kolynos Tooth Powder, Hecker Products Corp., Anacin, "Junket" Rennet Products, Tetley Soup Mix Ltd., Old English Household Products, Dugan Bros., Royal Baking Powder, H-O Oats, Bond Bread, Pepsodent, Maltex, Grove's B-Complex, Barbasol.

•

JESSOP ADVERTISING CO.

First Central Tower, Akron, Ohio
Phone Franklin 3232
Officers

President.....M. K. Jessop
Space Buyer.....Charles A. Jessop
Radio Director.....R. Gilbert

•

THE RALPH H. JONES COMPANY

Carew Tower, Cincinnati, Ohio
Phone Main 3351
AAAA — ABP — ANPA — PPA
Officers

President.....C. M. Robertson, Jr.
Vice-Presidents.....Stanley A. Willer, A. E. Johnston
Secretary.....Elmer A. Vehr
Time Buyer.....Kathryn M. Hardig
Publicity.....M. MacPherson

Branch Office
580 Fifth Ave., New York City
Phone WIsconsin 7-5500

Manager.....Philip Meek
Radio Accounts Placed—Dow Drug Co., Kroger Grocery & Baking Co., Carter Coal Co., Miami Margarine, Ten-B-Low, Kutol Products Co.

•

H. W. KASTOR & SONS ADVERTISING CO., INC.

360 N. Michigan Ave., Chicago 1, Ill.
Phone Central 5331
ANPA—APA—PPA—NOAB
Officers

Vice-President.....R. H. Kastor
Treasurer.....A. G. Kastor
Secretary.....W. B. Kastor
Director of Radio.....B. J. Green

Branch Offices
9 Rockefeller Plaza, New York
Phone Columbus 5-6135

Manager.....Herman W. Kastor
4858 Fountain St., St. Louis, Mo.
Phone Rosedale 1612

Radio Accounts Placed—Procter & Gamble Co., Welch Grape Juice Co.

•

THE JOSEPH KATZ COMPANY

444 Madison Ave., New York, N. Y.
Phone WIckersham 2-2740
AAAA—ANPA—PPA—ABP
Officers

President.....Joseph Katz
Vice-President.....Nat C. Wildman
Treasurer.....Charles M. Harrison
Director of Radio.....Philip Barrison

Radio Producers & Continuity Writers, Nat C. Wildman, H. E. Hudgins, Alvan Sommerfield

Branch Offices
8 South St., Baltimore, Md.
Phone Lexington 1500

Manager.....C. M. Harrison
Director of Radio.....Harold Kaye

Radio Accounts Placed—American Oil Co., Maryland Pharmaceutical Co., Ex-Lax, Inc., Arrow Beer, Jests, Inc., Laco & Pompeian Products, Inc., Gibbs & Company, Inc., Maryland Drydock, Gude's Pepto-Mangan.

•

HENRY J. KAUFMAN ADVERTISING

Homer Bldg., Washington 5, D. C.
Phone District 7400
ANPA—APA—ABP—PA—NAAN

Officers

Owner.....Henry J. Kaufman
Radio Director.....Jeffery A. Abel
Copy Chief.....William F. Sigmund
Space Buyer.....Betty D. Gwyer
Time Buyer.....Christine Kempton

Radio Accounts Placed—War Photographs, A. Kay Co., Service Rings.

•

KAYTON-SPIERO CO., INC.

230 West 41st St., New York 18, N. Y.
Phone LOngacre 5-5090
AAAA—ABP—ANPA—PPA—PRB

Officers

President.....Gerald B. Spiero
Vice-President.....Morris Kinzler
Secretary-Treasurer.....Alvin J. Kayton
Time Buyer.....Herman Jacobs

Radio Account Placed—Twentieth Century-Fox Film Corp.

•

KEELING & CO., INC.

1028 Chamber of Commerce Bldg.
Indianapolis, Ind.
Phone RIley 1478
ANPA—AAAA—APA—PPA—ABP—NOAB

Officers

Pres. & Treas.....Hal Keeling
Vice-Pres. & Time Buyer.....Don Collins
Vice-Pres. & Sec.....Wm. Hutchinson

Radio Account Placed—Wilson Milk Co.

•

KELLY, ZAHRNDT & KELLY, INC.

745 Cotton Belt Bldg., St. Louis 2, Mo.
Phone Garfield 0777

Officers

President.....C. F. Kelly, Jr.
Vice-Pres. and Treasurer....W. W. Zahrndt
Vice-Pres. and Secretary.....V. A. Kelly
Director of Radio.....C. F. Kelly, Jr.
Assistant Director.....W. W. Zahrndt
Radio Producers.....C. F. Kelly, Jr., V. A. Kelly
Radio Continuity Writers....C. F. Kelly, Jr., V. A. Kelly

Radio Accounts Placed—Trems, Inc., Visit St. Louis Committee.

KENYON & ECKHARDT, INC.

247 Park Ave., New York 17, N. Y.
Phone PLaza 3-0700
AAAA — ANPA — PPA — ABP — APA

Officers

Chairman of Board.....Otis Allen Kenyon
President.....Thomas D'Arcy Brophy
Treasurer.....Charles Vasoll
Secretary.....Joseph A. Vessey
Vice-Pres. & Dir. of Radio.....Dwight Mills
Asst. Director of Radio.....Robert D. Wolf
Producers:.....John Hines, Robt. Brilmayer
Writers:.....Helen Hinckley, Peggy Holt, Davis Smith, John Mathews

Branch Office
135 S. La Salle St., Chicago 3, Ill.
Phone RAndolph 6470

Vice-President in charge....Chester A. Foust

Radio Accounts Placed—Network: Charles B. Knox Gelatine Co., Standard Brands (Fleischman's Foil Yeast), Richard Hudnut, Wesson Oil & Snowdrift, Rock City, Bosco, Spool Cotton, Kellogg Co. (All-Bran, Gro-Pup, 40% Bran, Pep, Raisen 40% Bran), Corn Flakes, Rice Krispies, Krumbles, Shredded Wheat, Pepperidge Farm, Stetson Co., McHugh Bros. & Drummond, RCA, Savavins, Inc., S. B. Thomas Inc., R. B. Davis Co., Borden Co.

•

H. M. KIESEWETTER ADVERTISING AGENCY, INC.

9 East 40th St., New York 16, N. Y.
Phone Lexington 2-0025
ANPA — PPA — ABP

Officers

President & Treasurer....E. T. Kiesewetter
General Manager.....H. M. Kiesewetter
Radio Dept. Manager.....Samm S. Baker
Radio Time Buyer.....Rhoda Kane Powers

Radio Accounts Placed—Penn Tobacco Co., Bathasweet Corp., Lorr Laboratories, The Mennen Co.

•

ABBOTT KIMBALL CO., INC.

250 Park Ave., New York 17, N. Y.
Phone PLaza 3-9600
AAAA—ABP—ANPA—PPA

Officers

President.....Abbott Kimball
Treasurer.....Raymond Kimball
Secretary.....W. Kegg
Director of Radio.....Bernard H. Pelzer, Jr.
Director of Radio Sales.....Cecil H. Hackett

Branch Office
1443 Merchandise Mart, Chicago, Ill.

Manager.....Grant Chamberlain

•

KIRCHER, LYTLE, HELTON & COLLETT, INC.

321 West First St., Dayton 10, Ohio
Phone 2151
PPA—ABP—BPA

Officers

President .....J. Horace Lytle

Vice-President.....R. C. Kircher
Treasurer.....C. B. Helton
Secretary.....Robert Collett
Art Director.....Gustave Sigritz

•

KLINGER ADVERTISING CORP.

119 W. 57th St., New York, N. Y.
Phone CIrcle 6-3660

Officers

President-Radio Time Buyer...A. A. Klinger
Vice-President.....E. A. Tenner
Secretary.....E. French

Radio Accounts Placed — Madison Long Island Personal Loan Co., Madison Finance Co. of N. J., Servus Clothes, Samuel Schlossman & Sons, Inc., Stanback Co.. Ltd., Bridge Apparel Shops, Smilin' Irishman, Kent Motors, Ideal Motors, Price Motors, Superior Agencies, Inc.

•

KNOX REEVES ADVERTISING, INC.

600 First National Bank Bldg.
Minneapolis 2, Minn.
Phone Bridgeport 7701
ANPA—PPA—APA

Officers

President.....E. E. Sylvestre
Executive Vice-President.....Wayne Hunt
Vice-Presidents.....J. H. Sarles, Elizabeth B. Reeves, Helen A. Brown
Treasurer.....C. L. Greenwood
Radio Director.....Lloyd Griffin
Director of Media & Research, Dr. A. R. Root
Radio Production Manager.....Russell Neff
Program Production.....H. K. Painter
Radio Script.....E. B. Reeves
Radio News.....A. H. Lund
Time Buyer.....K. E. Titus

Branch Office

925 Chanin Bldg., New York 17, N. Y.
Phone MUrray Hill 4-3982
625 Market St., San Francisco 5, Calif.
Phone SUtter 6744

Vice President.....R. W. Stafford
Radio Production Manager....Hal Burdick

Radio Account Placed — General Mills, Inc.

•

MERRILL KREMER, INC.

1711 Exchange Building, Memphis, Tenn.
Phone 5-4343
ABP—SNPA—APA—PANY—NAAN

Officers

President.....Merrill Kremer
Secretary and Treasurer.....Ernest Lee
Account Executive.....Warren Billingsley
Production Director.....Homer Gentry
Time Buyer.....Polly J. Cohen

•

ARTHUR KUDNER, INC.

630 Fifth Ave., New York 20, N. Y.
Phone Circle 6-3200
AAAA — ANPA — PPA — ABP

Officers

President.....J. H. S. Ellis
Vice-Presidents.....E. J. Owens, Sam D. Fuson, Charles F. Gannon, Kenneth Collins
Director of Radio.....Myron P. Kirk
Script Buyer.....Alan Ward
Time Buyer.....Eleanore Manning
Production.....G. Bennett Larson

Branch Offices

New Center Bldg., Detroit, Mich.
Phone Madison 5315
Robert Copeland
Albee Bldg., Washington, D. C.
Phone National 5506
Frank Getty

Radio Accounts Placed—Network: U. S. Tobacco Co., National Spot: Goodyear Tire & Rubber, General Motors, Bensen & Hedges.

•

J. R. KUPSICK ADVERTISING AGENCY, INC.

122 East 42nd St., New York, N. Y.
Phone MUrray Hill 5-9145
ANPA — ABP — PPA

Officers

President.....J. R. Kupsick
Vice President.....Saul Kampf
Radio Director.....Frank Powderly
Space Buyer.....E. M. Fordsman

Radio Accounts Placed—Arco Publ. Co., Hecht Co., N. Y. Auto Exchange, Greiner Motor Sales, Maple Motors, Paul Kaskali, Cascade Laundry, United Institute of Aeronautics, Ben Marden's Riviera.

•

LAKE-SPIRO-SHURMAN, INC.

2800 Sterick Tower, Memphis 3, Tenn.
Phone 5-1571
ABP—ANPA—PPA—SNPA

Officers

President.....Avron Spiro
Secretary-Treasurer.....M. M. Shurman
Radio Director.....Clark R. Brown

Radio Accounts Placed—Plough, Inc., The Piso Co.

•

LAMBERT & FEASLEY, INC.

9 Rockefeller Plaza, New York 20, N. Y.
Phone COlumbus 5-3721
ANPA — PPA

Officers

President .....John L. Johnston
Executive V-P. .....Gordon Seagrove
V-P.-Radio Director .....Martin Horrell
General Manager.....Frank Mace

Radio Accounts Placed—Lambert Pharmacal Co.; Prophylactic Brush Co.; Phillips Petroleum Co.

LANDSHEFT, INC.

810 Liberty Bank Bldg., Buffalo 2, N. Y.
ANPA—APA—ABP—NOAB
Pres. & Radio Director....A. Wm. Landsheft
Radio Account Placed — Curtiss-Wright Corp.

•

LANG, FISHER & STASHOWER, INC.

1010 Euclid Ave., Cleveland 15, Ohio
Phone Main 6579
ANPA—ABP—PPA
Officers
President.....H. Jack Lang
Vice President-Secretary.....A. B. Fisher
Vice President-Treasurer..Fred P. Stashower
Production Manager.....George DeWitt
Radio Director.....A. B. Fisher
Radio Accounts Placed—Stouffer's Restaurant, Railley Corp.

•

LAUESEN & SALOMON

520 No. Michigan Ave., Chicago 11, Ill.
Phone SUperior 0738
ABP — ANPA — PPA
Officers
President.....A. M. Salomon
Account Executive.....Wendell Walker

•

LEEFORD ADVERTISING AGENCY

315 Fourth Ave., New York 10, N. Y.
Phone STuyvesant 9-1742
PPA
Officers
President-Radio Director.....David D. Lee
Treasurer .....W. C. Hoyt
Radio Account Placed — Remington-Rand, Inc., American Writing Machine Co.

•

AL PAUL LEFTON CO., INC.

1617 Penna. Blvd., Philadelphia 3, Pa.
Phone RIttenhouse 1500
ANPA—APA—NOAB
Officers
President.....A. P. Lefton
Vice-Presidents.....G. W. Wolfsten, P. Brown, T. A. Ballantyne
Radio Director.....Andrew McLean Parker
Time Buyer.....H. B. Gotwals
Branch Offices
521 Fifth Ave., New York 17, N. Y.
Phone VAnderbilt 6-4340
Vice-Presidents.....R. J. Herts, M. S. Gladstone, R. J. Misch
Radio Director.....Carl Mark

•

LEIGHTON & NELSON

202 State St., Schenectady 5, N. Y.
Phone 6-4202
ABP — PPA — ANPA
Officers
Partners .....Winslow P. Leighton and George R. Nelson
Radio Director.....George R. Nelson
Copy Director.....Cecil Woodland
Radio Assistants.....M. L. Croninger, Shirley Ten Eyck
Radio Accounts Placed—New York State Democratic Committee, The Hudson Coal Co., Saratoga Racing Assn., William W. Lee & Co., The Stanton Brewery, Inc., Breslaw Bros. Furniture, Stanton Brewery, Saratoga Vichy Spring Co., Rudolph Bros., D'Jimas Furs.

•

LENNEN & MITCHELL, INC.

17 East 45th St., New York 17, N. Y.
Phone MUrray Hill 2-9170
AAAA — ANPA — PPA — APA — NOAB
Officers
President.....Philip W. Lennen
Vice President-Treasurer.....Robert W. Orr
Secretary.....Arthur L. Lynn
Director of Radio.....S. James Andrews
Radio Producer.....Travis D. Wells
Radio Accounts Placed—John H. Woodbury, Inc., Andrew Jergens Co., P. Lorillard Co., Inc., Tide Water Associated Oil Co., Parfums Schiaparelli, Inc., Lehn & Fink.

•

TED LEVY ADVERTISING AGENCY

Temple Court Bldg., Denver, Colorado
Phone CHerry 4521
ABP — ANPA — APA
Officers
Owner.....Ted Levy
Production Manager.....William Robertson
Copy Director.....Barbara Aiton

•

A. W. LEWIN CO., INC.

11 Commerce St., Newark, N. J.
Phone MItchell 2-7244
ANPA—AAAA—PPA—ABP
President & Treasurer.....A. W. Lewin

•

ADDISON LEWIS & ASSOCIATES

1414 Foshay Tower, Minneapolis, Minn.
Phont AT 6235
ABP—ANPA—PPA—NOAB—APA
Officers
Owner.....Addison Lewis
Time Buyer.....Margie Anderson
Account Executives.....Edward Grubb, Harvey Kruse, J. A. Quint
Radio Accounts Placed—Minneapolis-Honeywell.

•

LEON LIVINGSTON ADVERTISING AGENCY

Mills Bldg., San Francisco, Calif.
Phone Sutter 7340
AAAA — ABP — ANPA — PPA — NOAB
Officers
President.....Leon G. Livingston
Vice-President.....W. C. Day
Space Buyer.....B. B. Biederman
Radio Accounts Placed—Colgate-Palmolive-Peet (Peet's Granulated Soap), Simon Mattress Mfg. Co., Nestle's Milk Products, Inc., Italian Swiss Colony, Haas Bros.

LLOYD, CHESTER & DILLINGHAM, INC.

9 Rockefeller Plaza, New York 20, N. Y.
Phone CIrcle 5-8800
ANPA—PPA—NOAB

Officers

President.....Laurence M. Lloyd
Vice-President.....Charles M. Pietsch
Production Manager.....William T. Kaleb
Media Director.....John J. Hagan

•

LOGAN & ARNOLD

621 S. Hope St., Los Angeles, Calif.
ANPA—AAAA—PPA—APA—ABP

Officers

President.....Dudley L. Logan
Exec. Vice-Pres.....J. C. Arnold
Vice-President.....Van Davis

•

THE W. E. LONG COMPANY

155 North Clark St., Chicago 1, Ill.
Phone Randolph 4606
ANPA—NOAB

Officers

President.....W. E. Long
Vice-President.....W. D. Warrick

Radio Accounts Placed—Agency is a specialist in wholesale baker advertising servicing hundreds from coast to coast on a syndicated basis.

•

EARLE LUDGIN, INC.

121 West Wacker Drive, Chicago 1, Ill.
Phone Franklin 1762
ANPA — ABP — PPA — APA

Officers

Partners.....Earle Ludgin, V. R. Bliss, J. H. Caro, J. H. Willmarth
Radio Director.....V. R. Bliss

•

MACE ADVERTISING AGENCY, INC.

507 Lehmann Bldg., Peoria, Ill.
Phone 7197
ANPA—ABP—APA—NAAN

Officers

President.....J. F. Fellay
Trea. & Radio Time Buyer.....Jay J. Keith
Vice-President.....Robert J. Rice
Radio Director.....Ann McNatt

Radio Accounts Placed—Keystone Steel & Wire Co., Consolidated Products Co., Schultz, Bausan & Co.

•

MacFARLAND, AVEYARD & CO.

333 North Michigan Ave., Chicago 1, Ill.
Phone Randolph 9360
ANPA — PPA — ABP — SNPA
NOAB

Officers

President.....Hays MacFarland
Vice-Presidents.....A. E. Aveyard, Malcolm A. Jennings, Allen B. Dicus, R. E. Tuttle, Harry M. Coleman
Secretary-Treasurer.....B. G. Ruttingh
Radio Director.....Evelyn Stark
Time Buyer.....Bergi Boe
Production Manager.....Edwin C. Frank
Space Buyer.....Madge C. Drake

Branch Office
RCA Bldg., New York, N. Y.
CIrcle 6-2890

Radio Director.....H. C. Klein

Radio Accounts Placed—Network: Northwestern Yeast Co., Curtis Publishing Co., National Spot: Omar, Inc., Burma-Vita Co., Stewart Warner Corp., United Wallpaper Factories.

•

MacLAREN ADVERTISING CO. LTD.

372 Bay St., Toronto, Ont., Canada
Phone Elgin 0321-2551
ANPA—CAAA—CDNA—CWNA

Officers

President-General Manager..J. A. MacLaren
Vice President-Assistant General Manager.....E. V. Rechnitzer
Vice-President-Treasurer.....I. E. Reynolds
Secretary.....C. T. Scroggie
Broadcast Advertising Dept...C. M. Pasmore, M. Rosenfeld

Branch Office
901 Dominion Square Bldg.,
Montreal, Que., Canada
Phone Plateau 9556

Office Manager.....E. H. H. Smith

224 Curry Bldg., Winnipeg, Man., Canada
Phone 26-622

Manager.....E. P. Thompson

305 Province Bldg., Vancouver, B. C., Can.
Phone Marine 6268

Manager.....W. D. M. Patterson

Radio Accounts Placed—Network: Imperial Oil, Ltd., Tuckett, Ltd., People's Credit Jewelers. National Spot: Bulova Watch Co., Ltd., General Motors Corp., Dalglish Co., Ltd.

•

MALCOLM-HOWARD ADVERTISING AGENCY

20 East Jackson Blvd., Chicago, Ill.
Phone Webster 2110
ABP—APA—ANPA—PPA

Officers

Owner-Time Buyer.....Arthur M. Holland
Radio Account Executive....Max G. Holland
Radio Director.....Maury Cliffer
Radio Writers.....Hal Tate, Nikki Kaye, Ray Freedman, Eileen Rietz, Mauri Cliffer.

Radio Accounts Placed—Dad's Root Beer, Joy Candy Shoppes, Roller Derby, Alert Laundry, Holland Jewelers, Newart Co., Burde Cologne, Fij-Oil Shampoo, Rubin's Apparel, Roller Derby.

DAVID MALKIEL ADVERTISING AGENCY

260 Tremont St., Boston, Mass.
Phone Liberty 1421
ANPA—ABP—APA—PPA—AAAN

Officers

President .....David Malkiel
Secretary .....Martha Brest
Account Executives.....Harry Weinbaum
Alfred Black, Martin Kadis

Radio Accounts Placed—I. J. Fox Co., Ace Vacuum Cleaners, Drive-In Theaters, Inc., Paramount Baking Co., E. M. Loew's Theaters, Greater Boston Theaters, Inc., RKO Theaters, Steuben's Restaurant, Canadian Ace Ale, Casa Manana, Elm Farm Foods Co., Serta-White Cross Co., Freilicher Kabtzen, Lithuanian Corp. Group, Rio Casino, Royal Crown Cola of Boston, Old Monastery Wines, Ritter Dancing School, Essex Hotel, Avery Hotel, Granada Vineyards, Inc., Glendale Coal Co., Racing Guide, Ray Galvin, Kasanof's Bread, Rosoff's, Totem Pole Ballroom, Belmont Furn., L. P. Rogers & Son, Washington Jewelers, Babijuice Oranges, Corner House, Franklin Insulation Co.

•

MANSON-GOLD ADVERTISING AGENCY

1004 Marquette Ave., Minneapolis 2, Minn.
Phone GEneva 9619
ABP — PPA — PRB — APA

Officers

Radio Director.....D. P. Nathanson
Account Executive.....Meyer Gold
Time Buyer.....Jean Hadley

Radio Accounts Placed—Red Devil Soot & Carbon Remover, Vitamin Products of America, St. Paul Lutheran Church, Morton's Dog Food, Snyder's Drug Stores.

•

MARSCHALK & PRATT COMPANY

535 Fifth Ave., New York 17, N. Y.
Phone VAnderbilt 6-2022
ANPA — PPA — ABP — APA — ABC — AAAA — NOAB

Officers

Partners.....Harry C. Marschalk, G. A. Poetschke, S. H. Giellerup, S. L. Meulendyke
Director of Radio.....Carlo De Angelo
Radio Continuity Writers...G. W. Freeman, Bennett Kolb, Edmund Mitchell, John R. Allen

Radio Account Placed—Standard Oil Co. of N. J.

•

J. M. MATHES, INCORPORATED

122 East 42nd St., New York 17, N. Y.
Phone LExington 2-7450
ABP—ANPA—PPA—SNPA

Officers

President.....J. M. Mathes
Treasurer.....A. E. Cox
Secretary Carle Rollins
Vice-Presidents.....William B. Okie, Hyland L. Hodgson, Lester Loh, Charles O'Donnell, Charles R. Marshall
Vice-President-Director of Radio, Wilfred S. King
Time Buyer.....Edna Cathcart

Radio Accounts Placed—Ludens, Inc.: National Carbon Co., Canada Dry Ginger Ale & Spur, Magazine Repeating Razor Co., International Salt Co., Bleachette, Pure Foods (Herbox), Pan-American Coffee Bureau, Burlington Mills.

•

THE MAYERS COMPANY

1240 S. Main St., Los Angeles 27, Calif.
Phone PRospect 0101
ABP—ANPA—PRB—FAAC

Officers

Principals.....Henry Mayers, J. R. Mayers, Arthur Mayers
Manager Radio Dept.....Gertrude Stark
Time Buyer.....Alden Weiss
Assistant.....Dean Simmons
Production.....Martin Weinstein, Vern Davies

Radio Accounts Placed—Pennzoil Co., Sears Roebuck & Co., Southern Calif. Telephone Co., Gordon Bread Co., Dad's Root Beer, California Bank.

•

JOSEPH MAXFIELD COMPANY

36 Exchange Place, Providence 3, R. I.
Phone GAspee 4456
ABP — ANPA

Officers

President.....Joseph M. Finkle
Vice-President.....Archie M. Finkle
Treasurer.....Bruno Schnabel
Executive Secretary.....Anne E. Woled
Time Buyer.....Joseph M. Finkle
Radio Director.....Dorothy M. Taipe

Radio Accounts Placed—Old Monastery Wine Co., Eclipse Food Products, Corp., Jack & Harry's Auto Stores, Candy Mart Stores.

•

MAXON, INC.

2761 E. Jefferson Ave., Detroit, Mich.
Phone Fitzroy 5710
ANPA—PPA—APA—AAAA—ABP
ABC—NOAB—TAB—CCA

Officers

Chairman of Board.....Lou R. Maxon
President .....T. K. Quinn
Vice-President .....Searle Hendee
Treasurer.....W. I. O'Neil
Secretary.....G. Reginald McKiel
Radio Department.....Ed Wilhelm, P. R. Pumphrey

Branch Offices

570 Lexington Ave., New York, N. Y.
Phone Eldorado 5-2930
Vice-President In Charge.....W. Ray Baker
955 Main St., Bridgeport, Conn.
Phone Bridgeport 6-2177
Vice-President In Charge.....W. Ray Baker
919 N. Michigan Ave., Chicago, Ill.
Phone Delaware 3536
Vice-President.....L. J. Sholty

Radio Accounts Placed—Gillette Safety Razor Co., General Electric Co., Ford Motor Co., Pfeiffer Brewing Co., H. J. Heinz Co., Griesedieck Brewery, Feigenspan Brewing Co., Dobler Brewing Co.

•

McCANN-ERICKSON, INC.

50 Rockefeller Plaza, New York 20, N. Y.
Phone CIrcle 5-7000
AAAA—ANPA—PPA—ABP—APA—NOAB

Officers

President .....H. K. McCann
Chairman of Exec. Comm...Harrison Atwood
Executive Vice-President....Carl B. Robbins
Vice-President and General Manager of New York Office.....L. S. Briggs
Vice-Presidents.....Harrison Atwood, L. E. Firth, J. L. Deane, C. A. Hoppock, W. E. McKeachie, R. E. Thompson, E. F. Wilson, Gordon E. Hyde, Myron C. Lechner, E. D. Madden, J. J. McCarthy, Hugh A. Mitchell, C. A. Posey, R. W. St. Hill
Secretary-Treasurer.....John L. Anderson
Director of Research.....L. D. H. Weld
Vice-Pres. & Gen. Mgr. of Research Dept. Jackson Taylor
Vice-Pres. in charge of Radio Lloyd O. Coulter
Radio Producers.....Dorothy B. McCann, Clarence Olmstead, Russ Johnston
Radio Time Buyer.....Wm. C. Dekker
Radio Research.....Marion Harper, Jr.

Branch Offices

910 S. Michigan Ave., Chicago, Ill.
Phone Webster 3701
Vice-President and Manager, Homer Havermale
Vice-President.....H. G. Smith
Vice-President.....J. H. Jameson

Guardian Bldg., Cleveland, O.
Phone Cherry 3490
Vice-President-Manager...Albert A. Sommer

Penobscot Bldg., Detroit, Mich.
Phone Randolph 9710
Vice-President and Manager.Donald C. Hight

6331 Hollywood Blvd., Hollywood 28, Calif.
Phone HIllside 8268
Manager.....A. J. Bruhn

448 S. Hill St., Los Angeles, Calif.
Phone Michigan 4049
Manager.....Burt Cochran

Hodgson Bldg., Minneapolis, Minn.
Vice-Pres. & Mgr.....R. B. Donnelly
Vice-President.....Merrill Hutchinson

114 Sansome St., San Francisco, Calif.
Phone Douglas 5560
Vice-President and Manager.Henry Q. Hawes
Vice-Presidents.....M. S. Achenbach, R. H. Cochran, F. H. McCrea, C. E. Persons, C. F. Ohliger

Public Service Bldg., Portland, Ore.
Phone Atwater 4305
Manager.....R. B. Calkins

Radio Accounts Placed—New York: American Molasses Co., Axton-Fisher Tobacco Co., Chesebrough Manufacturing Co., Gruen Watch Co., Manufacturers Trust Co., James McCutcheon & Co., National Biscuit Co., Pacific Coast Borax Co., Stomberg-Carlson Co., Stanco, Inc., Westinghouse Electric and Manufacturing Co.

Chicago: Standard Oil Co. of Nebraska, Standard Oil Co. of Indiana, Milk Foundation, Inc.

Cleveland: Leisy Brewing Co., Richman Bros. Co., Standard Oil Co. of Ohio.

Detroit: Altes Brewing Co.

Los Angeles: Globe Mills Co., Southern California Gas Co. and Southern Counties Gas Co., The Squirt Co.

Minneapolis: Pillsbury Flour Mills Co., Twin City Federal Savings & Loan Assn., Gluek Brewing Co., First National Bank, Northwest Scrap Dealers Assn.

Portland: Northwestern Electric Co., Pacific Power & Light Co., Portland Gas & Coke Co.

San Francisco: Anglo California National Bank of San Francisco, Associated Dental Supply Co., California Packing Corporation, California Walnut Growers Assn., Harold H. Clapp, Inc., Dwight Edwards Company, General Brewing Corporation, Hale Bros. Stores, Inc., Pacific Gas & Electric Co., Roma Wine Co.

•

R. E. McCARTHY ADVERTISING AGENCY

Tampa Theater Bldg., Tampa 2, Fla.
Phone 2323
PANY—SNPA

Officers

President.....R. E. McCarthy
Secretary.....M. A. McCarthy
Treasurer.....M. C. Benito
Time Buyer:.....R. E. McCarthy
Continuity.....J. M. Neef

Radio Accounts Placed—Borden's Poinsettia Dairy, Southern Brewing Co., Penninsular Telephone Co., McClosky & Co.

•

THE McCORD COMPANY, INC.

1100 Hodgson Bldg., Minneapolis, Minn.
Phone Bridgeport 1225
APA—ANPA—PPA—NOAB

Officers

President & Treasurer.....R. D. McCord
Vice-President .....Louis Melamed
Secretary.....C. F. Baker
Director of Radio.....E. B. Grove
Production Manager.....T. L. B. Campbell
Radio Time Buyer.....Edith M. Knutsen

Radio Accounts Placed—W. H. Barber Co., Conrad Fur Co., Central Cooperative Livestock Assn., Furniture Exposition Mart, The Hilex Co., Chocolate Products Co., Goodman

Bros., Jewelers, Minneapolis Gas Light Co., Minnesota Farm Bureau Federation, Griggs, Cooper & Co., Milk Foundation of Minneapolis, American Benefit Assn., Boutill's, Minnesota Farm Bureau Service, Anaconda Sales Co., Sanitary Food Mfg. Co.

•

McJUNKIN ADVERTISING CO.

228 N. LaSalle St., Chicago 1, Ill.
Phone State 5060

Officers

President.....Gordon Best
Vice-Presidents.....Roy M. Kirtland, Leroy A. Kling, Willard E. Stevens, Dade B. Epstein, James W. Egan, Hal R. Makelin
Account Executives.....Joseph J. Klein, Donald B. Skinner
Manager, Radio Dept.....Hal R. Makelin
Media Dept. Manager.....Edwin A. Trizil
Production Manager.....W. C Mottershead

Radio Accounts Placed—Joseph Schlitz Brewing Co., Carey Salt Co., Florsheim Shoe Co., Chef Boiardi Food Products Co., Brenner Bros., Carson, Pirie, Scott & Co., Jewel Food Stores, Andes Candies.

•

McKEE & ALBRIGHT, INC.

1400 South Penn Square, Philadelphia, Pa.
Phone Locust 4737
ANPA—PPA—APA—OAAA

Officers

President.....Roy J. McKee
Vice-President-Treasurer..David R. Albright
Vice President-Radio Director, James A. McFadden
Radio Producer.....Tom McAvity
Time Buyer.....E. R. Walmsley
Vice-President-Merchandising, Howard H. Yaw
Secretary.....T. E. Libby

Branch Office

30 Rockefeller Plaza, New York 20, N. Y.
Phone COlumbus 5-2058
Equitable Bldg., Hollywood, Calif.
Phone Hollywood 8363

Radio Accounts Placed—Sealtest, Inc.

•

A. McKIM, LTD.

Dominion Square Bldg., Montreal, Que., Can.
Phone Lancaster 5192

Officers

President-General Manager.....C. T. Pearce
Radio Director.....E. W. Brodie
Secretary-Treasurer.....J. B. Stephens

Branch Offices

320 Bay St., Toronto, Ont., Canada
Phone Elgin 5351
Manager.....D. E. Longmore
Electric Railway Bldg., Winnipeg, Man., Canada
Manager.....A. A. Brown
514 Province Bldg., Vancouver, B. C., Canada
Manager.....H. S. Watson
376 Strand, W. C. 2, London, England
Manager.....H. Suffell

ARTHUR MEYERHOFF & CO.

Wrigley Bldg., Chicago, Ill.
Phone Delaware 7860
ANPA—PPA—APA—AAAA

Officers

General Manager.....Arthur E. Meyerhoff
Director of Radio.....Nelson A. Shawn
Spot Annent. Dir.....I. J. Wagner
Time Buyers.....Mary Hauser, A. Kennelly

Branch Office

759 N. Milwaukee St., Milwaukee, Wis.
Phone Marquette 3144
Manager.....George Grabin

Radio Account Placed—William Wrigley, Jr. Co.

•

C. L. MILLER COMPANY

521 Fifth Ave., New York 17, N. Y.
Phone MUrray Hill 2-1010
ANPA—PPA—APA—NOAB

Officers

President.....C. L. Miller
Sec'y & Ass't Treasurer.....George Carhart
Radio Director.....Roger White

Branch Office

333 N. Michigan Ave., Chicago, Ill.
Phone Central 1640
Manager.....I. M. Tuteur

Radio Accounts Placed — Corn Products Refining Co., Curtis Candy Co., Keeley Brewing Co., Cooter Brokerage Co., Gordon Baking Co., Tastyeast, Inc.

•

DAN B. MINER CO.

Chamber of Commerce Bldg.
Los Angeles 15, Calif.
Phone Richmond 3101
AAAA — ANPA — ABP — NOAB
CAN — APA

Officers

President.....Dan B. Miner
Vice President.....John C. Morse
Secretary-Treasurer.....M. R. Sweeny
Radio Director.....Wallace B. Ramsey

Branch Offices

(Affiliated with Continental Agency Network)

Radio Accounts Placed—Interstate Bakeries, Forest Lawn Memorial Park, Bill Hay Reads the Bible (66 station cooperative show), National Spot: Roman Meal Bread.

•

EMIL MOGUL CO., INC.

250 West 57th St., New York, N. Y.
Phone, COlumbus 5-2482
ABP — ANPA

Officers

Radio Director.....Emil Mogul
Radio Time Buyer.....Helen Munroe

Radio Accounts Placed—Network: Trimount Clipper Craft Clothes. National Spot: Barney's Clothes, San Gabriel Wine Co., National Shoe Stores.

THE CHESTER C. MORELAND CO.

Times-Star Bldg., Cincinnati, Ohio
PPA — ABP — ANPA

Officers

President-Treasurer....Chester C. Moreland
Vice-Presidents.....Robert N. Gorman, Robert H. Ames, Wm. G. Steiner
Vice President-Space Buyer, Bryce L. Schurman
Secretary.....Walter H. Strauss

•

RAYMOND R. MORGAN CO.

6332 Hollywood Blvd., Hollywood, Calif.
Phone Hempstead 4194

Officers

President.....Raymond R. Morgan
General Manager.....R. E. Messer

Radio Accounts Placed—Folger Coffee Co., Planters Nut & Chocolate Co., White King Soap Co., Petrol Corp., Sparklett's Drinking Water Corp., Kerr Glass Mfg. Co., King's X Flavor Co.

•

MORSE, INTERNATIONAL, INC.

122 East 42nd St., New York 17, N. Y.
Phone LExington 2-6727

Officers

Chairman of the Board.....Carl J. Balliett
President.....Mansfield House
Vice-President.....J. P. Sawyer
Secretary and Treasurer.....Laura K. Long
Radio Director.....Richard Nicholls

Branch Offices

205 Johnston Bldg., Charlotte, N. C.

Radio Accounts Placed—Network: Vick Chemical Co., Vitamin Plus, Inc. National Lance, Inc., Matchabelli, Inc.

•

MOSER & COTINS, INC.

10 Hopper St., Utica 3, N. Y.
Phone Utica 4-6141
ABP — ANPA — PPA — NOAB

Officers

President.....T. E. Moser
Vice President-Treasurer.....A. S. Cotins
Secretary.....Mrs. M. B. Blair

Radio Accounts Placed—West End Brewing Co., Oswego Candy Works, Inc., Saratoga Springs Authority.

•

MOSS ASSOCIATES

415 Lexington Ave., New York, N. Y.
Phone VAnderbilt 6-1828
ABP—PANY—APA

Officers

President.....Joseph H. Moskowitz
Radio Director.....Hines Hachette

Radio Accounts Placed—Harman Watch Co., U. S. Rockwool Insulators, Neoderm Inst., Thomas M. Quinn & Sons, Inc.

NATIONAL EXPORT ADVERTISING SERVICE, INC.

405 Lexington Ave., New York 17, N. Y.
Phone MUrray Hill 9-6835

Officers

President.....Paul Kruming
Vice-President.....Thomas W. Hughes
Treasurer.....Frank Neuhauser
Time Buyer.....Eduardo Martinez

Branch Offices In:

Cuba, Mexico, Venezuela, Colombia, Brazil, Argentina, South Africa, India, Chili

Radio Accounts Placed—Carter Products, Inc., General Foods Corp., H. J. Heinz Co., Lambert Bros., Lever Bros. Co., Quaker Oats Co, Welch Grape Juice Co., Wm. R. Warner Co.

•

NEEDHAM, LOUIS & BRORBY, INC.

135 S. LaSalle St., Chicago 3, Ill.
Phone State 5151
AAAA — ANPA — PPA — ABP — APA
ABC — NOAB

Officers

President.....Maurice H. Needham
Secretary-Treasurer.....Otto R. Stadelman
Vice-Presidents.....John J. Louis, Melvin Brorby, Harry Phelps, W. Ray Fowler, Jr.
Time Buyer.....O. R. Stadleman

Branch Offices

1680 North Vine St., Hollywood, Calif.
Phone Granite 7186

Manager.....Cecil Underwood

Radio Accounts Placed—Network: Kraft Cheese Co., S. C. Johnson & Son, Inc. National Spot: Swift & Co. (Sunbrite Cleaner).

•

NEFF-ROGOW, INC.

30 Rockefeller Plaza, New York, N. Y.
Phone CIrcle 7-4231

Officers

President.....Walter J. Neff
Vice-President.....William Rogow

Radio Accounts Placed—Bond Stores, Inc., Melville Shoe Corp., Sears Roebuck & Co., Joseph Martinson & Co., Abraham & Straus, Inc., Ruby Lane Stores.

•

NEWELL-EMMETT COMPANY

40 East 34th St., New York 16, N. Y.
Phone ASHland 4-4900
AAAA — ANPA — PPA — ABP — PRB — NOAB—SAAA—SNPA

Officers

Directors.....Clarence D. Newell, William Reydel, John P. Cunningham, Frank Donshea, C. S. Walsh, R. L. Strobridge
Radio Director.....Blayne Butcher
Time Buyer.....Newman McEvoy

Radio Accounts Placed—Liggett & Myers Tobacco Co. (Chesterfields), Loose-Wiles Biscuit Co., Pepsi-Cola Co., Beech-Nut Packing Co., Economics Laboratories, Kirkman's Soap, Sherwin Williams.

•

OLIAN ADVERTISING CO.

1409 Ambassador Bldg., St. Louis 1, Mo.
Phone CEntral 8380
ABP—ANPA—NOAB

Officers

Owner.....Irwin A. Olian
Radio Director-Time Buyer....Virginia Loeb
Radio Continuity.....James L. Spencer

Radio Accounts Placed—National Waste Paper Conservation Campaign.

•

MERRITT OWENS ADVERTISING AGENCY

201 Commercial National Bank Bldg.
Kansas City, Kans.
Phone Dr. 7250

Radio Accounts Placed—Penn-Central Oil Co., Sulfa Products Co., Interstate Moving & Storage, Weevil-Fume Corp.

•

PACIFIC NATIONAL ADVERTISING AGENCY

605 Union St., Seattle 1, Wash.
Phone Eliot 4884
ANPA—AAAA—PPA—APA—NOAB—CAN

Officers

President.....Wm. H. Horsley
Radio Director.....Marjorie McPherson

Branch Office

Spalding Bldg., Portland 1, Ore.
Phone ATwater 4339

Manager.....Ruth Foland

Radio Accounts Placed—Fisher Flouring Mills Co., Washington Co-op Egg & Poultry Assn., Spot: Seattle First National Bank, Hansen Baking Co., Webster-Brinkley Co., Northwest Cherry Bur., Cedergreen Frozen Pack Corp.

•

PARIS & PEART

370 Lexington Ave., New York, N. Y.
Phone Caledonia 5-9840
ANPA — ABP — PPA

Co-Partners .....A. G. Peart, John H. Rehm
Radio Time Buyer.....A. C. De Pierro

Radio Accounts Placed—The Great Atlantic & Pacific Tea Co., Spratts Dog Food.

•

PECK ADVERTISING AGENCY, INC.

400 Madison Ave., New York 17, N. Y.
Phone PLaza 3-0900

Officers

President.....Harry Peck
Secretary-Treasurer.....Harry Krawit
Vice-President.....Walter Schwartz
Director of Radio.....Arthur Sinsheimer
Radio Continuity Writers...James Lawrence, Muriel Post, Ray White

PEDLAR, RYAN & LUSK, INC.

250 Park Ave., New York, N. Y.
Phone PLaza 5-1500
AAAA — ANPA — PPA — ABP

Officers

President.....Thomas L. L. Ryan
Executive Vice-President.....Robert E. Lusk
Secretary and Treas.....Arthur Cobb, Jr.
Vice-Presidents.....Lawrence L. Shenfield, Francis J. Doherty, D. K. Clifford, J. P. Hardie, A. E. McElfresh
Assistant Treasurer.....Wm. F. Cantrell
Assistant Secretary.....Helen C. Sutherland
Radio Dept. Manager.....E. G. Sisson, Jr.
Supervisor Nighttime Radio, Chester MacCracken
Supervisor Daytime Radio.....Tom L. Riley
Radio Copy Chief.....Cyril J. Mullen
Asst. Radio Copy Chief.....W. B. Finney
Time Buyer.....Helen Wilbur

Radio Accounts Placed—Network: Bristol-Myers Co. (Vitalis, Mum), Procter & Gamble Co. (Camay, Chipso, Dash)

•

PITLUK ADVERTISING CO.

Alamo Nat'l Bank Bldg., San Antonio, Texas
Phone Garfield 7268
ABP — ANPA — PRA — SAAA — SNRA — NOAB

Officers

Owner.....Jack N. Pitluk
General Manager.....Norman D. Schwerke
Vice-President.....C. R. Cusick
Art Director.....Gus J. Wild
Time Buyer.....Lee Wood
Radio Dept. Manager.....Fred G. Allen

•

PLATT-FORBES, INC.

386 Fourth Ave., New York 16, N.Y.
Phone CAledonia 5-4440

Officers

President.....W. A. Forbes
Vice-President-Treasurer...Rutherford Platt
Vice-President.....T. F. Cosgrove
Secretary.....W. S. Walker
Space Buyer & Prod. Manager..T. O'Donnell

Branch Office

75 Pearl St., Hartford, Conn.
G. Frank Sweet
Phone Hartford 7-9017

Radio Accounts Placed—Peter Paul, Inc., Oxo, Ltd.

•

R. J. POTTS—CALKINS & HOLDEN

215 W. Pershing Road, Kansas City, Mo.
Phone Victor 4433
APA — NOAB — ANPA — PPA

Officers

President.....R. J. Potts
Vice-Presidents.....J. B. Woodbury, F. F. B. Houston, C. C. Tucker, E. A. Warner, C. L Robinson
Secretary-Treasurer .....Jerry McKee
Account Executives.....Ralph Page
W B. Hill, John M. Farrell, G. S. Lannon, M. H. Straight

THE POTTS TURNBULL COMPANY

10th Floor, Carbide & Carbon Bldg.
Kansas City 6, Mo.
Phone Victor 9400
ANPA — PPA — APA — NOAB — ABP

Officers

President .....W. J. Krebs
V-P.-Production Mgr.....D. E. Dexter
Secretary .....G. F. Magill
Treasurer .....E. T. Chester
Time Buyer.....B. G. Wasser

•

SAYRE M. RAMSDELL ASSOC., INC.

3701 N. Broad St., Philadelphia 40, Pa.
Phone Radcliff 1900
ANPA—PPA

Officers

President.....S. M. Ramsdell
Exec. Vice-Pres. & Treas.....E. B. Loveman
Vice-President.....F. A. Hutchins

Radio Account Placed — Philco Hall of Fame.

•

THE L. W. RAMSEY ADVERTISING AGENCY

Union Bank Bldg., Davenport, Iowa
Phone 3-1889
ANPA — PPA — APA — ABP — NOAB

President & Treasurer.....L. W. Ramsey
Secretary.....E. G. Naeckel
Vice-President.....W. J. Henderson
Vice-President.....A. C. Naeckel
Production Manager.....A. M. Walgren

Branch Office
230 N. Michigan Ave.,Chicago 1, Ill.
Phone Franklin 8155

Vice-President.....F. L. Eason
Vice-Presidents.....N. B. Langworthy, L. H. Copeland
Production Manager.....Vito M. Volino

Radio Accounts Placed—F. W. Fitch Co., Loyal Order of Moose, National Oats, Starline (farm equipment).

•

THE RANDALL COMPANY

75 Pearl St., Hartford, Conn.
Phone 7-2828

•

CHAS. DALLAS REACH CO.

58 Park Place, Newark 2, N. J.
Phone Market 3-5100
AAAA — ANPA — PPA — ABP — APA

Officers

President-Director of Radio, Chas. Dallas Reach
Vice-President.....Howard E. Sands
Vice-President.....Edw. C. Stover, Jr.
Secretary.....F. R. Risley

Radio Accounts Placed—Cut-Rite Waxed Paper, R. B. Davis Sales Co., Koppers Co.-Minnesota Division, Admiracion Laboratories, L. E. Waterman Co., Dugan Bros. of New Jersey, Inc.

REDFIELD-JOHNSTONE, INC.

420 Madison Ave., New York 17, N. Y.
Phone PLaza 3-6121
ANPA—PPA—ABP—APA—NOAB

Officers

Chairman of the Board.....L. L. Redfield
President .....E. F. Johnstone

Radio Accounts Placed—Network: Howard Clothes, Inc. National Spot: Stera-Kleen, Poslam, Allenru.

•

EMIL REINHARDT ADVERTISING AGENCY

1736 Franklin St., Oakland, Calif.
Phone Templebar 2408
ABP — ANPA — APA

Officers

Owner.....Emil Reinhardt
Space Buyer.....Mildred McMahon
Writers.....David Lane, Joseph Connor

Radio Accounts Placed—Kilpatrick Bakery Co., Mary Ellen's, Inc., J. L. Tuttle, Inc., Wood Briquettes, Inc., Music for Fun, Inc., Standard Beverages.

•

REISS ADVERTISING

30 Rockefeller Plaza, New York 19, N. Y.
Phone COlumbus 5-7733
ANPA — ABP — PPA — APA

Officers

President.....Joseph Reiss
Vice-President.....Harold Reiss
Secretary-Treasurer.....B. M. Reiss

•

RESNIK-MILLER-ENGLAND, INC.

152 Temple St., New Haven, Conn.
Phone 7-0241

Officers

President & Treasurer.....Harry D. Resnick
Secretary.....Harvey N. Ladin
Radio Dept. Manager.....Ellen Simmons

Branch Offices
75 Pratt St., Hartford, Conn.
Phone 2-9987

Manager.....Harry D. Resnik-WTIC
77 Summer Hill Ave., Worcester, Mass.
Phone 6-0223

Manager.....Isabelle Whitaker-WTAG
26 Custom House St., Providence, R. I.
Phone Gaspee 9526

Manager.....Frank Jones-WJAR

•

C. E. RICKERD, INC.

5462 Second Blvd., Detroit, Michigan
Phone Temple 1-3636

Officers

President-Treasurer-Time Buyer, C. E. Rickerd
Treasurer.....Geo. Rickerd
Secretary.....Fred B. Collier
Production.....Royal Cressy

ROCHE, WILLIAMS & CUNNYNGHAM, INC.

310 S. Michigan Ave., Chicago 4, Ill.
Phone Harrison 8490
ANPA—APA—PPA—NOAB

Officers

President.....J. P. Roche
Treasurer.....D. J. Kelly
Asst. Treas. & Secty.....M. F. Williamson
Vice-Presidents.....J. M. Cleary, S. Weston, Guy C. Pierce, Lloyd Maxwell, R. A. Porter
Director of Radio.....Phil Stewart

Branch Offices

225 S. 15th St., Philadelphia, Pa.
Phone PEnnypacker 2766
In Charge.....Guy C. Pierce

400 Madison Ave., New York 17, N. Y.
Phone PLaza 3-7444
In Charge.....R. A. Porter
Radio Director.....Harold F. Kemp

Radio Accounts Placed—Network: Lewis-Howe Co., Schutter Candy Co., Sun Oil Co. National Spot: Chicago, Milwaukee, St. Paul & Pacific RR., Domestic Finance Co., Dr. Peter Fahrney & Sons Co., Holland Furnace Co., Kenton Pharmacal Co., Inc., National Toilet Co., John Puhl Products Co., Portland Cement Assn., Sempray Jovenay Co., The Studebaker Corp.

•

RONALDS ADVERTISING AGENCY, LTD.

701 Keefer Bldg., Montreal, Que.
Phone Plateau 4803
ANPA

Officers

President.....Russell C. Ronalds
Vice-Pres.....E. M. Putnam
Treas.....Augus Ahern
Radio Dir.....W. K. Vale

•

ARTHUR ROSENBERG CO., INC.

570 Seventh Ave., New York 18, N. Y.
Phone CHickering 4-4420
ANPA — PPA — APA

Officers

President .....Arthur Rosenberg
Vice-President .....Samuel Rubenstein
Secretary .....A. A. Rosenberg
Treasurer .....Charles S. Silver
Production Manager .....H. B. Fleischman
Research Director....Walter Alwyn-Schmidt
Copy & Plans.....Harrison J. Cowan, H. B. Sadler, Joseph Elner

•

CHARLES L. RUMRILL & CO.

364 East Ave., Rochester 4, N. Y.
Phone Stone 592
ABP

Officers

Partners.....Charles L. Rumrill, J. E. Porter, Earl A. Rogers
Time Buyer.....G. Grantly Wallington

Radio Accounts Placed—Radio Station WHAM.

RUTHRAUFF & RYAN, INC.

405 Lexington Ave., New York 17, N. Y.
Phone MUrray Hill 6-6400
AAAA—ANPA—PPA—ABP—NOAB—APA

Officers

President.....F. B. Ryan
Senior Vice-President.....Cal J. McCarthy
Executive Vice-President...Everett J. Grady
V-P & Secretary.....Ralph Van Buren
Director of Media.....Daniel M. Gord
V-P & Director of Radio..Donald D. Stauffer
V-P & Associate Director...S. Heagan Bayles
V-P in Charge of Radio Programs, Merritt W. Barnam, Jr.
Business Manager.....Charles T. Ayres
Production Directors.....John Bates, Bob Byron, Lee Cooley, Marguerite Dougherty, Knowles Entrikin, Thomas H. Hutchinson, Addison Smith
Commercial Writers.....Regina Morgan, Robert Mann, Florence Miles, Vivian Washburn, Dorothy Haller, Meil O'Brien, Maxine Smith, Cecil Billings, Frances Kennedy, Philip Thompson
Time Buyer.....T. C. Fisher
Radio Publicity Director....Grant Y. Flynn

Branch Offices

360 N. Michigan Ave., Chicago 1, Ill.
Phone Randolph 2625
Executive Vice-President.....Paul Watson
Vice-President-Director of Radio, Ros Metzger
Assistant Radio Director.....Arthur Trask
Executive-In-Charge of Production, Warren Johnson
Executive-In-Charge of Scripts, Catherine Haynie
Writers.....Irene Small, M. Crutcher, Van R. Carlson
Time Buyer.....Albert Callies

7430 Second Blvd., Detroit 2, Mich.
Phone Madison 1980
Vice-President In Charge...Mathew J. Casey

812 Olive St., St. Louis, Mo.
Phone Main 0128
Manager.....Oscar A. Zahner

1680 N. Vine St., Hollywood, Calif.
Phone Hillside 7593
Radio Director.....Nate Tufts
Production Directors.....Murray Bolen, Don Clark, Dick Gibson, Sam Pierce

712 Main St., Houston, Texas
Phone, Charter 4-1741
Manager.....W. Van A. Combs

235 Montgomery St., San Francisco, Calif.
Phone Douglas 5822
Manager.....R. W. Watson

1216 Third Ave., Seattle, Wash.
Phone Main 6727
Manager.....F. S. Mullins

80 Richmond St., Toronto, Ont. Canada
Phone, Adelaide 4096
Manager.....Douglas Philpott
Radio Production.....Alan Savage

Radio Accounts Placed—American Tobacco Co., Canadian Ironized Yeast Co., Chrysler Corp., Delaware, Lackawanna & Western Coal Co., Dodge Motor Corp., H. Fendrich, Inc., Ironized Yeast Co., Lever Bros. Co., Lever Bros., Ltd., Noxema Chemical Co., Oshkosh B'Gosh, Inc., Quaker Oats Co., Sterling Brewery, Inc., Emerson Drug Co., Jacob Ruppert Brewery, Binyon Optical Co., Garrett & Co., Gilmore Oil Co., Golden State Co. Ltd., Griesedieck Bros. Brewery Co., Johnson, Stephens & Shinkle Shoe Co., Krim-Ko Company, Lambert Pharmacal Co., Langendorf United Bakeries, Inc., Southwestern Drug Co.

•

ST. GEORGES & KEYES, INC.

250 Park Ave., New York 17, N. Y.
Phone, PLaza 3-6920
ABP — ANPA — PPA

Officers

President.....Maubert St. Georges
Vice President.....Stanley J. Keyes, Jr.
Radio Director.....Victor van der Linde

•

SHELDON, QUICK & McELROY, INC.

400 Madison Ave., New York 17, N. Y.
Phone PLaza 3-1670
AAAA—ANPA—PPA—APA

Officers

President.....George H. Sheldon
Vice-President.....L. C. McElroy
Time Buyer.....Catherine Wohlpart
Treasurer & General Manager....J. F. Quick
Radio Account Placed—Chas. E. Hires Co., Inc.

•

SCHOLTS ADVERTISING SERVICE

1201 West 4th St., Los Angeles, Calif.
Phone Michigan 2396

Officers

Owner.....William G. Scholts
Radio Director.....Fred Montgomery

•

J. WM. SHEETS

Central Bldg., Seattle, Wash.
Phone Main 2442
ANPA—PPA—APA—NOAB

Owner.....J. Wm. Sheets
Radio Accounts Placed—Skinner & Eddy Corp., Minute Man Soup.

•

MARCEL SCHULOFF & CO.

19 West 44th St., New York 18, N. Y.
Phone VA 6-0373

Partners.....Marcel Schuloff, Miriam C. Schuloff
Accounts Placed—Station WHOM, Basch Radio Prod., Sure-Fit Products Co., Stylepark Hats, Keal Textile Co., National Sure-Fit Quilting Co., Voice of Experience.

SCHWAB & BEATTY, INC.

1230 Sixth Ave., New York 20, N. Y.
Phone CIrcle 5-9090
ANPA—AAAA—PPA—APA—ABP

Officers

President.....Victor O. Schwab
Time Buyer.....Robert W. Beatty
Radio Account Placed—Book-of-the-Month Club.

•

SCHWIMMER & SCOTT

75 E. Wacker Drive, Chicago 1, Ill.
Phone Dearborn 1815
AAAA—ABP—ANPA—PPA—APA

Officers

Partners.....Walter Schwimmer, R. J. Scott
Time Buyer.....John Davies
Radio Accounts Placed—Peter Fox Brew Co., Hirsch Clothing Co., Salerno-Megowen Biscuit Co., Studebaker Sales Co. of Chicago, Rudolph Wurlitzer Co., Thomas J. Webb Coffee Co., Walgreen Drug Co., Congress Cigar Co., Coronet Magazine.

•

RUSSEL M. SEEDS COMPANY, INC.

Palmolive Bldg., Chicago 11, Ill.
Phone, Delaware 1045
ANPA — ABP — SNPA — PPA

Officers

President.....Freeman Keyes
Chairman of Board.....Freeman Keyes
Treasurer.....Jack Harding
Secretary.....H. J. Smith
Vice-Presidents.....Paul Richey, George Bayard, A. D. Keyes, Harry Maus, John Guedel
Radio Director.....Hub Jackson
Time Buyer.....June Rollinson

Branch Offices

366 Madison Ave., New York, N. Y.
Manager.....C. A. (Fritz) Snyder
Lemcke Bldg., Indianapolis, Ind.
Phone Market 1395
Vice-President.....Paul Richey
Treasurer.....Jack Harding
Taft Bldg., Hollywood, Calif.
Phone, Hillside 7256
Manager.....John Guedel
Radio Director.....John Guidel
Radio Accounts Placed—W. A. Sheaffer Pen Co., Pinex Co., General Mills, Inc., Keystone Steel & Wire Co., Brown & Williamson Tobacco Corp., The Mennen Co., Grove Laboratories, Inc.

•

SHERMAN & MARQUETTE, INC.

Room 3400 Palmolive Bldg., Chicago, Ill.
Phone Delaware 8000
ABP — ANPA — PPA — PRB — SAAA
SNPA — APA — NOAB

Officers

President .....Stuart Sherman

Vice-President and Treasurer.
Arthur Marquette
Radio Director.....Morgan Ryan
Time Buyer.....C. E. Bonnesen

Branch Office
50 Rockefeller Plaza, New York, N. Y.
Phone CIrcle 6-1550
Vice-President & Manager.....Carl S. Brown
Radio Director.....Morgan Ryan
Time Buyer.....Kelso M. Taeger
Radio Account Placed—Colgate-Palmolive-Peet Co. (for Colgate Shave Creams, Colgate Tooth Powder, Halo Shampoo, Quaker Oats Co. (for Quaker Farina and Ful-O-Pep Feeds, Quaker Puffed Wheat Sparkies, Quaker Puffed Rice Sparkies), Dr. W. B. Caldwell, Inc. (Dr. Caldwell's Laxative), Syrup of Figs, Sante, Pape's Cold Compound, Blackstone Aspirin, Tasty Lax.

•

SIMON & GWYNN, INC.

624 Commerce Title Bldg., Memphis, Tenn.
Phone 5-2404
SNPA
Officers
President.....Milton Simon
Exec. V-P & Sec. Treas.....H. N. Gwynn

•

SIMONS-MICHELSON CO.

1207 Washington Blvd., Detroit 26, Mich.
Phone CHerry 3000
ANPA—PPA—APA
Officers
Partners.....L. N. Simons,
L. J. Michelson
General Manager.....Leon Wayburn
Radio Director.....Glenn Kyper
Production.....Art Copland

•

SMALL & SEIFFER, INC.

24 West 40th St., New York, N. Y.
Phone WIsconsin 7-8765
ANPA—PPA—APA
Officers
President.....Albert Seiffer
Secretary & Treasurer.....Marvin Small
Time Buyer.....Joya Krakauer
Radio Accounts Placed—Arrid, Allcock Mfg. Co., Souplets.

•

SMITH & DRUM, INC.

Dexter-Horton Bldg., Los Angeles, Calif.
Phone Trinity 3454
ABP—ANPA—PPA—PRB—NOAB
Officers
President.....A. Carman Smith
Vice-President.....Harry C. Drum
Radio Account Placed—General Petroleum Corp.

•

SORENSEN & CO.

919 No. Michigan Ave., Chicago, Ill.
Phone, Delaware 5030
ABP — ANPA — PPA — SNPA
Officers
President.....Roy A. Sorensen
Radio Director.....Muriel Wageman
Radio Accounts Placed—Bowey's, Inc., Sunway Vitamin Co., F. H. Pfunder, Inc., Hotel & Restaurant Co-operative Adv., J. P. Harding Restaurants, Old Heidelberg Corp.

•

C. JERRY SPAULDING, INC.

201 Commercial St., Worcester 8, Mass.
Phone: 3-4789
Officers
President-Treasurer.....C. Jerry Spaulding
Asst. Treasurer.....M. Murray
Secretary .....H. H. Hartwell

•

RAYMOND SPECTOR COMPANY, INC.

595 Madison Ave., New York 17, N. Y.
Phone ELdorado 5-1270
ANPA — PPA — ABP — NOAB
Officers
President.....Raymond Spector
Time Buyer.....Hal Winter
Radio Research.....Bernard Cerlin
Radio Accounts Placed—Network: Serutan Co. National Spot: Serutan Co., Rum & Maple Tobacco Corp., Journal of Living, King David Memorial Park, Purity Products Co., Beverly Hills Memorial Park, The Lone Ranger, Inc., Macfadden Publications (True Story Magazine), National Nutrition Society, Three Squires Tobacco, Doubleday Doran & Co., Nutrex Co., Book League of America.

•

SPITZER & MILLS LTD.

19 Richmond St., West, Toronto, Ont.
Phone WA 1151
CAAA—CDNA—CPPA—CAB
Officers
President.....G. F. Mills
Exec. Vice-President.....J. W. Spitzer
Account Executives.....W. H. Reid,
J. R. Charles, J. G. Wallace, G. J. White
Manager Radio Dept.....Marguerite Deans

Branch Office
1010 Catherine St., W., Montreal, P. Q.
Manager.....W. G. Power
Radio Accounts Placed—Colgate-Palmolive-Peet Co., RCA Victor Co., Lehn & Fink, Quaker Oats Co., California Fruit Growers Exchange.

•

HOWARD D. STEERE ADVERTISING

David Stott Bldg., Detrit, Mich.
Phone CHerry 5688
Owner.....H. D. Steere
Asst.....F. Humphreys

•

STERLING ADVERTISING AGENCY

70 West 40th St., New York 18, N. Y.
PPA
Officers
Chairman of Board.....S. M. Brown
President.....Jos. S. Edelman

STERNFIELD-GODLEY, INC.

280 Broadway, New York, N. Y.
Phone BArclay 7-3030
ABP — ANPA — PPA

Officers

President-In-Charge of Radio ..... Samuel I. Godley
Vice-President ..... Philip Scheft
Secretary ..... Frances C. Costello
Treasurer ..... Samuel S. Sternfield

Radio Account Placed—Fada Radio.

•

STOCKTON, WEST, BURKHART, INC.

1303 First National Bank Bldg., Cincinnati, O.
Phone CHerry 3517
AAAA

Officers

President ..... Wm. Z. Burkhart
Vice-Pres..Secy. & Radio Director, ... Ranald S. West
Assistant Radio Director ..... Jos. D. Nelson

Radio Accounts Placed—Ohio Oil Co., Clyffside Brewery, Cincinnati Gas & Elec. Co.

•

STODEL ADVERTISING CO.

411 W. Seventh St., Los Angeles, Calif.
Phone, TRinity 8577

Officers

President ..... Edward C. Stodel
Time Buyer ..... Selma Schonfeld

Radio Accounts Placed—Warner Bros. Pictures, Brooks Clothing Co., Eastern-Columbia Department Stores, Beneficial Casualty Insurance Co.

•

STRAUCHEN & McKIM ADVERTISING

810 Chamber of Commerce Bldg.,
Cincinnati, Ohio
Phone, MAin 2245

Officers

Partners ..... Edmund R. Strauchen, Gordon F. McKim, Jr.
Radio Director ..... Ardeane Heiskell
Media Research ..... Geo. Rink
Art Director ..... Russell N. Withenbury

Radio Accounts Placed—George Wiedemann Brewing Co., Inc.

•

STREET & FINNEY, INC.

330 West 42nd St., New York 18, N. Y.
Phone: BRyant 9-2400
ANPA—PPA—ABC—NOAB—APA

Officers

President-Treasurer ..... F. N. Finney
General Manager ..... Robert Finney
Assistant General Manager ..... Frank Finney
Secretary ..... Foxhall Finney
Account Executives ..... W. E. Faxon, J. T. Kelly, Jr.
Director of Radio ..... Howard Miller

Radio Accounts Placed—National Spot: Foster-Milburn Co. (Doan's Pills), Raladam Co. (Marmola), G. T. Fulford Co. (Baby's Own Tablets, Children's Own Tablets, Dr. William's Pink Pills).

•

BARTON A. STEBBINS ADVERTISING AGENCY

811 West Seventh St., Los Angeles
Phone Trinity 8821
AAAA — ANPA — PPA — ABP — NOAB

Officers

Head of Agency ..... Barton A. Stebbins
Chief Executive ..... Leigh Crosby
Acct. Executive ..... Arthur W. Gudelman
Program Director ..... Edward Bloodworth
Time Buyer ..... Dorothy Miller

Radio Accounts Placed—Signal Oil Company, Ben Hur Products, Inc., Packard Bell Company, E. F. Hutton Company, Ryan Aeronautical Company.

•

SWAFFORD & KOEHL, INC.

341 Madison Ave., New York 17, N. Y.
Phone, MUrray Hill 6-8860
ABP—ANPA—PPA—APA—NOAB

Officers

President ..... Albert E. Koehl
Vice-President ..... A. A. Landis

•

SWEENEY & JAMES CO.

1501 Euclid Ave., Cleveland, Ohio
Phone Main 7142
ANPA — PPA — APA — ABP — NOAB

Officers

President ..... John F. Sweeney
Vice-President ..... Frank G. James
Radio Time Buyers ..... W. B. Watterson, T. M. Gregory

Radio Account Placed—Network: Firestone Tire & Rubber Co.

•

J. WALTER THOMPSON CO.

420 Lexington Ave., New York 17, N. Y.
Phone Mohawk 4-7700
AAAA — ANPA — ABP — PPA

Officers

President ..... Stanley Resor
Secretary ..... Howard Kohl
Treasurer ..... Gilbert Kinney
Assistant Treasurer-Secretary ..... Luther O. Lemon
Senior Vice-Presidents ..... Gilbert Kinney, Henry T. Stanton
Senior Consultant ..... James W. Young
Vice-Presidents ..... Lloyd W. Baillie Henry C. Flower, Jr., Howard Henderson, Henry M. Stevens, S. Hunter Richey William Resor, Walter R. Hine, Thayer Jaccaci, William G. Palmer, Samuel W Meek, Robert T. Colwell, O'Neill Ryan, Jr., Anson Lowitz, Lew A. Greene.

Director of Media and Research
Arno H. Johnson
Vice-President in Charge of Radio,
John U. Reber
Radio Time Buyer.....Linnea Nelson
Radio Talent Buyer.....Virginia Spragle

Branch Offices
1549 North Vine St., Hollywood, Calif.
Phone Hillside 7241

Vice-President.....Daniel J. Danker, Jr.
Radio Talent Buyer.....Norman Blackburn

410 N. Michigan Ave., Chicago, Ill.
Phone Superior 0303

Vice-President and General Manager,
Henry T. Stanton
Vice-Presidents: Merton V. Wieland, Willard F. Lochridge, James D. Woolf
Radio Director.....B. W. Gunn
Radio Time Buyer.....Margaret Wylie

100 Bush St., San Francisco, Calif.
Phone Garfield 3510

Radio Time Buyer.....Lowell Mainland

612 South Hope St., Los Angeles, Calif.
Phone Trinity 2591

General Manager.....Norton W. Mogge

Radio Accounts Placed—Atlantis Sales Corp., P. Ballantine & Sons, Bank of America, Block Drug Company (Gold Medal Capsules and Dentu-Grip), Bowman Dairy Co., A. S. Boyle Co., Carter Products, Inc. (Superin), H. C. Cole Milling Co., Elgin National Watch Co., Fanny Farmer Candy, General Cigar Co., Johns-Manville Corp., Kraft Cheese Co., Lamont P. Corliss & Co., P. Lorillard Co. (Old Gold Cigarettes), Lever Bros. Co. (Lux Flakes & Lux Toilet Soap), Libby, McNeil & Libby, Mentholatum Co., Northam Warren Corp., Northern Trust Co., Owens-Illinois Glass Co., Parker Pen Co., Penick & Ford, Ltd., Planters Nut & Chocolate Co. (Planters Peanuts), R. C. A., Safeway Stores, Inc., Shell Oil Co., Standard Brands, Inc. (Chase & Sanborn Coffee and Tender Leaf Tea), Swift & Co., Universal Pictures, Ward Baking Co., Washington State Apple Commission, Weco Products Co., J. B. Williams Co., William Wrigley, Jr. Co., W. F. Young

•

TOMASCHKE-ELLIOTT, INC.

1624 Franklin St.. Oakland. Calif.
Phone Glencourt 4941
NOAB — APA

Officers
President & Time Buyer....F. L. Tomaschke
Vice President.....Bruce W. Elliott
Secretary.....William M. Maxfield

Radio Accounts Placed—Cardinet Candy Co., Par Soap Co., Downtown Merchants Association, Key System, Frozen Food Distributors, Inc.

•

TRACY, KENT & CO., INC.

515 Madison Ave., New York, N. Y.
Phone ELdorado 5-4404
ANPA — PPA — NOAB

Officers
Chairman of Board.....W. I. Tracy
President.....Frank S. Kent
Treasurer.....George M. Pease
Vice-Presidents.....Hugh Donnell, J. F. Donovan
Account Executive.....F. W. Hobbs
Copy Chief.....K. H. Thompson

Radio Accounts Placed—Wilbert Products Co., John Opitz, Inc.

•

TRACY-LOCKE-DAWSON, INC.

Affiliated with
Geyer, Cornell & Newell, Jan. 1, 1944

•

TUCKER WAYNE & CO.

629 Ten Pryor St. Bldg., Atlanta, Ga.
Phone Walnut 6701
ANPA—PPA—APA—ABP—SNPA—OAAA

Officers
President.....Tucker Wayne
Vice-Pres. & Radio Talent.....C. W. Burgess
Vice-Pres. & Time Buyer.....C. C. Fuller
Radio Director.....D. D. Connah

Radio Accounts Placed—Southern Bell Telephone & Telegraph Co., Southern Spring Bed Co.

•

UNITED STATES ADVERTISING CORP.

612 N. Michigan Ave., Chicago 11, Ill.
Phone Delaware 4466
ANPA—PPA—APA

Officers
Chairman of Board.....W. M. Canaday
President.....J. C. Ewell
Radio Manager.....A. J. Englehardt

•

VANGUARD ADVERTISING

21 West 45th St., New York 19, N. Y.
Phone, LOngacre 3-5363
ABP

Officers
Owner.....J. M. Russakoff
Account Executives.....G. A. Wilson, Robt. E. Hutchinson

•

VANT SANT, DUGDALE & CO., INC.

Court Square Bldg., Baltimore 2, Md.
Phone, Plaza 5280
AAAA—ABP—ANPA—PPA—NOAB

Officers
President.....Wilbur Van Sant
Executive Vice-President & Treasurer,
H. K. Dugdale
Vice-President-Copy Director....J. P. Daiger
Vice-President.....R. E. Daiger
Production Manager.....C. D. Carr
Space Buyer.....G. M. Talbot

Radio Accounts Placed—Network: Sherwood Bros., Richfield Oil Co. National Spot: Sherwood Bros., Manhattan Co., Crosse & Blackwell Co., The Equitable Trust Co., Baltimore Transit Co..

WADE ADVERTISING AGENCY

208 W. Washington St., Chicago 6, Ill.
Phone State 7369
ANPA—PPA—APA—NOAB

Officers

President.....Albert G. Wade
Managing Director.....W. A. Wade
Radio Time Buyer.....L. J. Nelson
Radio Producers.....Edward Simmons
P. C. Lund, Jeff Wade, Riley Jackson
Radio Continuity Writers.....R. E. Dwyer, L. W. Davidson, Margot O'Flaherty

Radio Account Placed—Miles Laboratories, Inc., Murphy Products Co., Morris B. Sachs, Illinois Bottled Gas Co., Wear Proof Mat Co., Hoover Liniment Co., General Bandages, Inc., Chicago Sun, Haskelite Mfg. Corp., Wait-Cahill Co.

•

WALKER & DOWNING

Oliver Bldg., Pittsburgh, Pa.
Phone Grant 1900
ANPA — ABP — PPA

Officers

President .....William S. Walker
Secretary-Treasurer.....B. I. Davis
Radio Director.....R. C. Woodruff

Radio Accounts Placed—American Fruit Growers, Inc., Clark Bros. Chewing Gum Co., D. L. Clark Co., Colonial Biscuit Co., Duquesne Brewing Co. Pittsburgh Coal Co., Allegheny County Milk Exchange, Allegheny-Ludlum Steel Corp., Clearfield Taxidermy Co., Joseph Horne Company, Mail Pouch Tobacco Co., Meadow Gold Dairies, Inc., Moto-Radio Distributing Co., Sterling Oil Division of Quaker State Refining Co.

•

WARWICK & LEGLER, INC.

230 Park Ave., New York 17, N. Y.
Phone MUrray Hill 6-8585
AAAA — ANPA — PPA — ABP — ABC
APA—NOAB

Officers

President.....H. Paul Warwick
Vice-Presidents: Henry Legler, S. O. Youngheart, J. R. Warwick, Lester M. Malitz, Arthur Deerson.
Secretary-Treasurer.....Robert H. Hughes
Radio Director.....Tevis Huhn

Radio Accounts Placed—The Wm. R. Warner Co., Larus & Bro. Company, The Sherwin-Williams Company, Pabst Brewing Co., Tangee Cosmetics, Hanover Shoe Co.

•

NORMAN D. WATERS & ASSOCIATES, INC.

1140 Broadway, New York, N. Y.
Phone, CAledonia 5-7430
ABP — PPA — NOAB

Officers

President.....Norman D. Waters
Vice-President.....Charles M. Whitebrook
Treasurer.....E. L. Waters
Gen. Mgr. & Time Buyer.....Bernard Blatt
Art Director.....Sy Mogeloff

•

WEARSTLER ADVERTISING, INC.

20 West Front St., Youngstown, Ohio
Phone: 3-4311
PPA—ABP—APA

Officers

President-Treasurer....Albert M. Wearstler
Secretary.....Mary E. Wearsler

•

LUTHER WEAVER & ASSOCIATES

200 Globe Bldg., St. Paul 1, Minn.
Phone Cedar 3777
APA

Officers

President .....Luther Weaver
Associate .....Donald Gardner
Director of Radio.....Blanche Anderson

Radio Accounts Placed—Minnesota Federal Savings & Loan Association, F. C. Hayer Co., Marshall Co., Seaboard Finance Corp., Minnesota State Optometric Assn., Rice & Burnham.

•

MILTON WEINBERG ADVERTISING CO.

325 W. Eighth St., Los Angeles 14, Calif.
Phone Tucker 4111
ANPA — PPA — ABP

Officers

Director of Radio.....Bernard Weinberg
Space Buyer.....E. Cousino
Publicity.....W. H. Krauch

Radio Accounts Placed—Gaffers & Sattler, Hollywood Pantages Theater, Hollywood Turf Club, May Co., Pep Boys of California, Sontag Cut Rate Drug Stores, Grayson's, K's Beverages, Lyman's Restaurants, Zukor's, Mim's Dog Food Co., Hamilton Diamond Co., Hollywood Film Studios.

•

WILLIAM H. WEINTRAUB & CO., INC.

30 Rockefeller Plaza, New York 20, N. Y.
Phone, CIrcle 7-4282
ANPA — PPA

Officers

President.....William H. Weintraub
Executive Vice President & Secretary
Elkin S. Kaufman
Vice-Presidents.....Paul Rand, John D. Scheuer
Treasurer & Time Buyer.....William Gallow
Radio Director.....Hubert Chain
Talent.....Vera A. Lea

Research.....Tom F. Hughes
Time Buyer.....William Gallow
Copy Chief.....Kennon Jewett
Radio Accounts Placed—Anchor-Hocking Glass Corp., Cresta Blanca Wine Co., Dubonnet Corp., Helbros Watch Co., Revlon Products Corp.

•

WEISS AND GELLER, INC.

400 Madison Ave., New York 17, N. Y.
Phone PLaza 3-4070
ANPA—PPA

Officers

President.....Max A. Geller
Vice-Presidents.....Peter Artzt, Jos. E. Bloom, Stanley A. Brown, Jos. H. Cohn
Director of Radio.....Lester J. Mallets
Time Buyer.....Jos. E. Bloom

Branch Office
400 N. Michigan Ave., Chicago, Ill.
Phone Del. 1124

Radio Accounts Placed—Nedick's Stores, Inc., Columbia Pictures Corp., Monogram Pictures Corp., Kenmore Publ.

•

WESTON-BARNETT INC.

Arts & Crafts Bldg., Waterloo, Iowa
Phone, 766
ABP — ANPA — PPA

Officers

President.....Wells H. Barnett
Vice-President.....A. C. Barnett
Secretary.....Phillips Taylor

Branch Office
520 N. Michigan Ave., Chicago, Ill.
Phone, Whitehall 7725
Executive-In-Charge.....A. C. Barnett

Radio Accounts Placed—Iowa Soap Co., American Bird Products, Inc., Walker Remedy Co., Vinton Hybrid Corn Co.

•

FRANK E. WHALEN ADV. CO.

15 W. 10th St. Kansas City, Mo.
Phone, Victor 7200
ANPA—PPA—APA—ABP—NOAB

Officers

President & Time Buyer.....F. E. Whalen
Sec. & Treas.....J. W. Whalen
Asst. Sec. & Treas.....H. F. Jepson
Space Buyer.....H. G. Kaufman

•

WARD WHEELOCK CO.

Lincoln-Liberty Bldg., Philadelphia 7, Pa.
Phone Rittenhouse 7500
ANPA—PPA—APA

Officers

President.....Arthur A. Bailey
Vice-President.....R. K. Strassman
Secretary-Treasurer.....H. E. Fauser

Branch Office
444 Madison Ave., New York 22, N. Y.
Phone, PLaza 3-7120
Vice-President.....R. K. Strassman

Radio Account Placed—Campbell Soup Co.

WOOD, BROWN & WOOD, INC.

209 Washington St., Boston, Mass.
Phone: Capitol 1850
ANPA—PPA—ABP

Officers

President.....Allen H. Wood
Vice-President-Radio Director, Allen H. Wood, Jr.
Vice-President.....Arthur F. Sisson
Treasurer.....Jonathan Brown, 3rd

•

WORTMAN, BARTON & GOOLD, INC.

345 Madison Ave., New York 17, N. Y.
Phone MUrray Hill 4-2757
ABP—ANPA—PPA

Officers

President.....E. B. M. Wortman
Vice-Presidents.....R. S. Conahay, James Gorton
Secretary.....Gilbert Goold
Treasurer.....D. Wortman
Radio Time Buyer.....Hortense Essler

Radio Account Placed—Harrisburg Steel Corp.

•

YOUNG & RUBICAM, INC.

285 Madison Ave., New York 17, N. Y.
Phone Ashland 4-8400
ANPA — PPA — APA — AAAA — NOAB — ABC — ABP

Officers

Chairman of Board.....Raymond Rubicam
President.....Sigurd S. Larmon
Exec. Vice-President.....Louis N. Brockway
Vice-President-Chairman Plans Board.....Charles L. Whittier
Vice-President-Director of Media & Gen. Production....A. V. B. Geoghegan
Vice-Presidents.....Arthur Andrews, Donald Payne, Edward Barnes, John E. Grimm, Jr., Milford J. Baker, Frank Fagan, Arthur E. Tathum, Gordon Cates
V-P & Manager of Contact....John F. Reeder
V-P & Merchandising Director..Samuel Cherr
V-P & Copy Director.....H. S. Ward
V-P & Director of Research ...George Gallup
V-P & Art Director.....Walter K. Nield
Treasurer.....J. H. Geise
V-P & Director of Radio, Thomas F. Harrington
V-P & Assoc. Dir.....Hubbell Robinson, Jr.
Manager, Radio Time Buying Bureau Carlos Franco
Manager of Talent Bureau.....Paul Rickenbacker
Manager, Commercial Copy Bureau.....Joseph A. Moran
Radio Business Manager.....F. A. Zaghi
Manager, Radio Publicity Bureau.....Wm. J. Thomas, Jr.
Special Announcer.....Harry von Zell

Branch Offices
6253 Hollywood Blvd., Hollywood 28, Calif.
Phone Hollywood 2734
Radio Manager.....Glen Taylor
V.-P. & Pacific Coast Mgr.....Wm. A. Blees
333 N. Michigan Ave., Chicago 1, Ill.
Phone Central 9389
Vice-President-Manager.....John F. Whedon
Vice-President.....D. G. Schneider
7430 Second Blvd., Detroit 2, Mich.
Phone Madison 4300
Vice Pres. & Manager.....George Davis
235 Montgomery St., San Francisco 4, Calif.
Phone Exbrook 6685
Manager .....Robbins Milbank
660 St. Catherine Street, West, Montreal, Que.
Phone Plateau 4691
Manager.....L. C. Arbuthnot
80 King St., West, Toronto, Ont.
Phone Elgin 5347
Manager.....Stuart B. Smith
Dir. of For. Offices.....Lorimer B. Slocum

Radio Accounts Placed—American Can Co., The Borden Co., Johnson & Johnson (Band-Aid), General Food Corp. (Calumet, Grape-Nuts and Grape-Nuts Products, Swans Down, Minute Tapioca, Sanka Jell-O and Jell-O Products, La France, Satina, Postum), Drake's Bakeries, Cummer Products (Energine, Molle), Gulf Oil Corp., Igleheart Bros., Inc., International Silver Co., Life Savers, Inc., Thomas J. Lipton, Inc., R. H. Macy & Co., Packard Motor Car Co., Bristol-Myers Co. (Ipana, Sal Hepatica, Minit Rub, Toushay); Rath Packing Co., Time, Inc.

ADVERTISING

EXECUTIVES

EVERYWHERE

READ

RADIO DAILY

REGULARLY



FEDERAL COMMUNICATIONS COMMISSION



Personnel

•

Rules and Regulations Regarding Broadcasting Applications

•

Chain Broadcasting Rules

•

National Defense Rules

•

Growth of Radio Stations

FEDERAL COMMUNICATIONS COMMISSION

Headquarters: New Post Office Building, Washington, D. C.

Personnel as of January 1, 1944

Commissioners

JAMES LAWRENCE FLY
Chairman

PAUL A. WALKER
NORMAN S. CASE
EWELL K. JETT

C. J. DURR
T. A. M. CRAVEN
RAY C. WAKEFIELD

Secretary

T. J. SLOWIE

General Counsel
CHARLES R. DENNY

Assistants to General Counsel
BENEDICT P. COTTONE
ROSEL H. HYDE
HARRY M. PLOTKIN

Special Counsel
ROBERT R. NEUNER

Chief Engineer
GEORGE P. ADAIR

Assistants to Chief Engineer
GEORGE E. STERLING
GEORGE P. ADAIR
MANFRED K. TOEPPEN

Chief Accountant
WILLIAM J. NORFLEET

Assistant Chief Accountant
HUGO REYER

Chief, License Division
WILLIAM P. MASSING

Director of Personnel
DICK CARLSON

Director of Budget and Planning
WILLIAM B. ROBERTSON

Chief, Service Division
NICHOLAS F. CURETON

Chief, Records Division
WALTER S. DAVIS

Chief, Audits and Accounts
L. A. CORRIDON

Chief, Minutes
ROBERT HODSON

Chief, Docket Section
CHARLES W. WORTHY

Information Office
EARL MINDERMAN
Director of Information
DOROTHY HOLLOWAY
Assistant to Director of Information

FIELD FORCE

1. CHARLES C. KOLSTER
Customhouse, Boston, Mass.
2. ARTHUR BATCHELLER
748 Federal Bldg.,
641 Washington St., New York, N. Y.
3. FOREST F. REDFERN
1200 U. S. Customhouse,
2nd & Chestnut Sts., Philadelphia, Pa.
4. EDWARD W. CHAPIN
508 Old Town Bank Bldg.
Gay St. & Falsway, Baltimore, Md.
5. HYMAN A. COHEN
402 New P. O. Bldg., Norfolk, Va.
6. PAUL HERNDON
411 Federal Annex., Atlanta, Ga.
JOSEPH L. CONDON
208 Post Office Bldg., Savannah, Ga.
7. ARTHUR S. FISH
312 Federal Bldg., Miami, Fla.
MILTON W. GRINNELL
203 Post Office Bldg., Tampa, Fla.
8. THEODORE G. DEILER
Customhouse, New Orleans, La.
9. NATHAN A. HALLENSTEIN
404 Federal Bldg., Galveston, Texas.
WILLIAM E. CLYNE
329 Post Office Bldg., Beaumont, Texas
10. LOUIS L. McCABE
500 U. S. Terminal Annex, Dallas, Texas
11. BERNARD H. LINDEN
539 U. S. Post Office & Courthouse Bldg.,
Los Angeles, Calif.
HAROLD DE VOE
307 U. S. Customs & Courthouse Bldg.
Union & "F" Sts., San Diego, Calif.
12. FRANCIS V. SLOAN
Customhouse, San Francisco, Calif.
13. GEORGE V. WILTSE
805 Terminal Sales Bldg., Portland, Ore.
14. L. C. HERNDON
808 Federal Bldg., Seattle, Wash.
15. DONALD A. MURRAY
504 Customhouse, Denver, Colo.
16. EDWIN S. HEISER
208 U. S. Post Office & Courthouse Bldg.,
St. Paul, Minn.
17. WM. J. McDONELL
809 U. S. Court House, Kansas City, Mo.
18. H. D. HAYES
246 U. S. Courthouse Bldg., Chicago. Ill.
19. EMERY H. LEE
1029 New Federal Bldg., Detroit, Mich.
CHARLES F. KOCHER
541 Old Post Office Bldg., Cleveland, Ohio
20. WALTER L. DAVIS
526 Federal Bldg., Buffalo, N. Y.
21. JOHN H. HOMSY
609 Stangenwald Bldg., Honolulu, T. H.
22. EDWARD HACKMAN
322-323 Federal Bldg., San Juan, Puerto Rico.
23. HERBERT H. ARLOWE
7-8 Shattuck Bldg., Juneau, Alaska.

MONITORING STATIONS

BENJAMIN E. WOLF
Grand Island, Nebr.

IRL D. BALL
Allegan, Mich.

GLEN EARNHART
Kingsville, Texas

LEGAL STAFF

Head Attorney
WILLIAM H. BAUER

Principal Attorneys

HAROLD J. COHEN
JEREMIAH COURTNEY
D. H. DEIBLER
J. FRED JOHNSON, JR.
FANNEY LITVIN
P. W. SEWARD
HILDA D. SHEA
MARCUS COHN

Attorneys

PHILIP M. BAKER
EUGENE L. BURKE
JOSEPH M. KITTNER
MAX GOLDMAN
JOHN P. SOUTHMAYD, JR.

Junior Attorney

MAURICE WIHTON

Senior Attorneys

TYLER BERRY
GEORGE H. HILL
HUGH B. HUTCHINSON
OMAR L. CROOK
ARTHUR A. GLADSTONE
ANNIE PERRY NEAL
LEONARD MARKS
SAMUEL MILLER
ELIZABETH C. SMITH

Associate Attorneys

MAX H. ARONSON
VIOLET L. HALEY
GEORGE M. HARRINGTON
MEARL L. ADAMS
PHILIP BERGSON
SYLVIA KESSLER
ROBERT KOTEEN
HARRY ROCKETT, JR.
BERNARD STRAUSSBURG
STEVEN TUHY, J.
JOHN E. WICKER

Assistant Attorneys

MARGARET H. CONNELLY
MAX PAGLIN

FIELD LAW OFFICES

JAMES L. McDOWELL, JOHN L. O'CONNELL, A. HARRY BECKER — 110 S. Dearborn St., Chicago Ill.

PHILIP PATTON, JOHN P. HERN — 311 So. Spring St., Los Angeles, Calif.

LESTER SPILLANE — 805 Terminal Sales Bldg., Portland, Ore.

J. ALFORD GUEST, ALLEN M. FENNER, CHARLES HUBERT, IRA G. ARONOW — 36 West 44th St., New York, N. Y.

ENGINEERING STAFF

Chief, Safety and Special Services Division
WILLIAM N. KREBS

Chief, Field Division
GEORGE S. TURNER

Chief, International Division
PHILIP F. SILING

Chief, Technical Information Division
LYNDE P. WHEELER

Engineers

LEROY R. ALLDREDGE
EDWARD W. ALLEN, JR.
DANIEL H. ARNOLD
MERLE L. BALLOU
CONAN W. BARGER
JAMES E. BARR
HERBERT L. BEURY
WM. F. BRADLEY
LESLIE R. BRADY
WM. H. BRANCHE
C. M. BRAUM
JAMES P. BUCHANAN
H. A. BURROUGHS
ARTHUR T. CAPLEN
ABRAHAM CHECKOWAY
FRANK W. COOK
DAVID O. COOPER
HART S. COWPERTHWAIT
JOHN C. CURRIE
THOMAS E. DANIELS
ELTON D. DAVIS
ALFRED L. de la CROIX
GEORGE J. DEMPSEY
JOHN E. DOANE
GEORGE B. DONOHUE
P. HOWARD DUCKWORTH
JOHN H. ELROD
ALBERT EVANGELISTA
MILTON K. FOXWORTHY
PAUL E. FRANCIS
PAUL W. GILLIGAN
E. MERLE GLUNT
C. E. GOEKING
FRANK X. GREEN
JOE H. HALLOCK
GEORGE K. HATHAWAY
LEWIS T. HAYNER
THOMAS L. HERON
HERBERT A. HUNTER
A. T. JENKINS
R. D. JONES
EARL M. JOHNSON
HERRICK JOHNSON
WALLACE E. JOHNSON
LOUIS E. KEARNEY
FRANCIS N. KING
WALDEMAR M. KLIMA
A. L. KREIS
J. B. LEWIS
HOWARD C. LOONEY
THEODORE R. McCARTNEY
FRANCIS McDERMOTT
CHARLES McGINLEY
A. L. McINTOSH
K. NEAL McNAUGHTEN
JAMES E. MOFFATT
WILLIAM L. NORTH
CARL T. NUHN
RAYMOND N. OBERMILLER
PAUL V. OVERMYER
CLURE H. OWEN
PHILIPS B. PATTON
BRAXTON PEELE
JOHN C. PETERSON
CURTIS B. PLUMMER
CHARLES M. POTTS
MARVIN A. PRICE
L. C. QUAINTANCE
RALPH J. RENTON
JAMES RUBERTICCHIO
JOHN A. RUSS
IRVING J. SHEPPERD
ARNOLD SHOSTAK
JULIAN SIMONS
VIRGIL R. SIMPSON
BERNARD P. SLOANE
EDGAR J. SMITH
WILLIAM A. SODARO
DANIEL L. STEVENS
GEORGE R. STEWART
FRANK B. UPHOFF
EDGAR F. VANDIVERE
JAMES P. VEATCH
GEORGE V. WALDO
HYMAN WALLIN
HAROLD G. WEILER
GLEN E. WEST
ROBERT G. WESTON
ELDRIDGE WILLEY
ROY J. WILKINS
SCOTT G. WILLIAMSON
CHARLES O. WILSON
JOSEPH H. WOFFORD
THADDEUS C. WOOD, JR.
E. ARDEN WOOTTON

ACCOUNTING STAFF

Head, Accounting Regulations Division

HENRY M. LONG

Head, Field Division

MARK S. McCOY

Head, Statistical Division

ALEXANDER UELAND

Head, Rates and Traffic Division

WILLIAM G. BUTTS

Head Accountants

HARLAND R. MORRIS
VIRGIL P. RUSSELL
CHARLES R. MAKELA
HARRY TENNYSON

Principal Accountants

ROBERT F. BRADEN
EDWARD C. HARTUNG
EMERY E. HENSINGER
JAMES B. LOWELL
ELBERT B. WEST

FIELD ACCOUNTING OFFICES

MAX KRUMHOLZ
713 Atlanta National Bldg., Atlanta, Ga.

LON A. CEARLEY
45 Broadway, New York, N. Y.

CURTIS M. BUSHNELL
1860 Railway Exchange Bldg., St. Louis, Mo.

PAUL SUMMERHAYS
605 Market St., San Francisco, Calif.

SECRETARIAL STAFF

NORMAN E. JORGENSEN
Assistant to Chairman Fly

CHARLOTTA GALLAP
Private Secty. to Chairman Fly

WALTER B. EMERY..Secty. to Comm. Walker

PHYLLIS HANCOCK
Asst. Secty. to Comm. Walker

MINNIE SPARKS.....Secty. to Comm. Case

EVA O. MELTON...Asst. Secty. to Comr. Case*

MARGARET L. PRESTON,
Secty. to Comm. Craven

MIRIAM K. LOVELESS,
Asst. Secty. to Comm. Craven

WALTER E. JAMES.....Secty. to Comm. Durr

ETHEL C. MARDEN
Asst. Secty. to Comm. Durr

ROBERT W. HUDSON
Secty. to Comm. Wakefield

ROWENA G. ROCKHOLD,
Asst. Secty. to Comm. Wakefield

LAURA L. HOLLINGSWORTH,
Secty. to Mr. Slowie

JANET P. FISHER...Secy. to Chief of Personnel

JULIA M. SHANKLAND
Secty. to Director of Information

WANDA COX.....Secty. to Chief, License Div.

WALESKA WATSON..Secy. to Chief Accountant

LINDA WOLIN
Secty. to Asst. Genl. Counsel Hyde

MARGARET L. CURETON
Secy. to Asst. Gen. Counsel Plotkin

FAUSTA M. PUFFENBERGER
Secty. to Asst. Genl. Counsel Cottone

JEAN K. WEISSMAN
Secty. to Asst. Chief Engineer Adair

ANNIE B. STEARNS
Secy. to Asst. Chief Engr. Toeppen

NEVA BELL PERRY
Secy. to Asst. Chief Engr. Sterling

EVA E. HOCUTT
Secy. to Chief, Safety and Special Service Division

MILA GROSSNICKLAUS
Secy. to Chief, Field Division

EVELYN B. MODANCE
Secy. to Chief, Technical Information Division

F. C. C. REGULATIONS REGARDING BROADCASTING APPLICATIONS

As of January 1, 1944

PLACE of filing; number of copies. Each application for construction permit or station license, and all papers incorporated therein and made a part thereof, with respect to the number of copies and place of filing, shall be submitted as follows:

Three copies direct to Washington, D. C.

Contents. Each application shall be specific with regard to frequency or frequencies, power, hours of operation, equipment, location of the station, and other information required by the application forms. An application for broadcast facilities in the band 550 kilocycles to 1600 kilocycles shall be limited to one specific frequency. An application for radio station construction permit or license requesting alternate facilities will not be accepted.

Full disclosures. Each application shall contain full and complete disclosures with regard to the real party or parties in interest, and their legal, technical, financial and other qualifications, and as to all matters and things required to be disclosed by the application forms.

Additional statements. In addition the Commission may require an applicant to submit such documents and written statements of fact, under oath, as in its judgment may be necessary.

Installation or removal of apparatus. Applications for construction permit or modification thereof, involving removal of existing transmitting apparatus and/or installation of new transmitting apparatus, shall be filed at least sixty days prior to the contemplated removal and/or installation.

Forfeiture of construction permits: extensions of time.—(a) A construction permit shall be automatically forfeited if the station is not ready for operation within the time specified therein or within such further time as the Commission may have allowed for completion, and a notation of the forfeiture of any construction permit under this provision will be placed in the records of the Commission as of the expiration date.

(b) Any application (FCC Form No. 701) for extension of time within which to construct a station shall be filed at least thirty days prior to the expiration date of such permit if the facts supporting such application for extension are known to the applicant in time to permit such filing. In other cases such applications will be accepted upon a showing satisfactory to the Commission of sufficient reasons for filing within less than thirty days prior to the expiration date. Such applications will be granted upon a specific and detailed showing that the failure to complete was due to causes not under the control of the grantee, or upon a specific and detailed showing of other matters sufficient to justify the extension.

License following construction permit. In all cases where a construction permit is required by Section 319 of the Act for the construction of a station, the application for station license (or for station license or modification thereof, if for station other than broadcast) shall be filed by permittee prior to service or program tests.

Where construction permit not required. Each application for new license, except amateur, where a construction permit is not a prerequisite thereto, shall be filed at least sixty days prior to the contemplated operation of the station: *Provided, however,* That in emergency and for good cause shown, the Commission may waive the requirements of this rule.

Modification of license. An application for modification of license, except amateur, and except as otherwise provided by these rules, may be filed for change in frequency, change in operating power where no construction is necessary, change in hours of operation, and for change in name of licensee where no change in ownership or control is involved. In case of a broadcast station, an application for modification of license may be filed for change in location of main studio. In case of all stations other than broadcast, an application for modification of license may be filed for change in points of communication, change in nature of authorized service,

and to cover an outstanding construction permit where the station is already licensed. Except when filed to cover construction permit, each application for modification of license shall be filed at least sixty days prior to the contemplated modification of license; *Provided, however,* that in emergencies and for good cause shown, the requirements hereof may be waived in so far as time for filing is concerned.

Renewal of license. Unless otherwise directed by the Commission, each application for renewal of license shall be filed at least sixty days prior to the expiration date of the license sought to be renewed. No application for renewal of license of a standard broadcast station will be considered unless there is on file with the Commission, the balance sheet and income statement currently required by the rules of practice and procedure of the Commission, reference to which by date and file number shall be included in the application.

Financial statements. Each licensee of a standard broadcast station shall file with the Commission on or before March 1 of each year on such forms as may be prescribed by the Commission, a balance sheet showing the financial condition of a licensee as of December 31 of the preceding year and an income statement for the preceding calendar year. Each such form shall be subscribed and verified by: (1) the parties or party filing the statement; (2) in the case of a corporation, an officer of the corporation. (An attorney for either is allowed with sufficient reason.)

Filing directed by Commission. Whenever the Commission regards an application for a renewal of license as essential to the proper conduct of a hearing or investigation, and specifically directs that it be filed by a certain date, such application shall be filed within the time thus specified. If the licensee fails to file such application within the prescribed time, the hearing or investigation shall proceed as if such renewal application had been received.

Temporary extension of station licenses. Where there is pending before the Commission any application, investigation, or proceeding which, after hearing might lead to or make necessary the modification of, revocation of, or the refusal to renew an existing license, the Commission may, in its discretion, grant a temporary extension of such license; *Provided, however,* That no such temporary extension shall be construed as a finding by the Commission that the operation of any radio station thereunder will serve public interest, convenience, and necessity beyond the express terms of such temporary extension of license; *And provided further,* That such temporary extension of license will in no wise affect or limit the action of the Commission with respect to any pending application or proceeding.

Assignment or transfer of control. (a) *General.* An application for consent to assignment of a construction permit or license, or for consent to transfer of control of a corporation holding a construction permit or license, shall be filed with the Commission at least sixty days prior to the contemplated effective date of assignment or transfer of control. If the assignment or transfer is voluntary, the appropriate application shall be fully executed by all parties and, if involuntary, by assignee or transferee only.

(b) *Broadcast.* With each such application, involving any standard broadcast station construction permit or license, there shall be submitted under oath or affirmation all information required to be disclosed by the application forms prescribed by the Commission, together with such other information under oath or affirmation as the Commission may require.

(c) *Other than broadcast.* In all classes of applications for consent to assignment of construction permit or license or for consent to transfer of control of a corporation holding a construction permit or license, other than those prescribed in paragraph (b), the Commission may require the furnishing of such information as in its discretion is deemed necessary.

Special temporary authorizations. (a) Special temporary authority may be granted for the operation of a station for a limited time, or in a manner and to an extent or for service other or beyond that authorized in an existing license upon proper application therefor; Provided, however, That no such request will be considered unless:

1. It is received by the Commission at least ten days previous to the date of proposed operation: *Provided, however,* That any such request received within less than

ten days may be accepted upon due showing of sufficient reasons for the delay in submitting such request.

2. Full particulars as to the purpose for which the request is made are stated.

(b) If the request is for operation of a standard broadcast station, the following additional requirements shall apply:

1. No such authority may be granted to a person other than the licensee of an existing standard broadcast station.

2. The request shall be limited to a definite or temporary period or periods for the transmission of programs or events which are not recurrent, and approval thereof will not be granted for a period in excess of thirty days.

3. The request shall show that it has been seasonably submitted to other stations whose operations may be affected (to be determined as indicated below), and the date on which such request was so submitted, which such stations shall submit direct to the Commission waiver of objection to the granting thereof or a statement of the nature of any objections that such stations may desire to interpose:

4. If the request is for operation upon a clear channel, showing required above shall be made with respect to the Class I station or stations on the channel.

5. If the request is made by time sharing station, the showing required above shall be made with respect to the station or stations with which time is shared.

6. In any case, the showing required above must be made with respect to any station on the same or adjacent channels when any such station is located within the intereference range of the station making the request to be determined by the "Standards of Good Engineering Practice Concerning Standard Broadcast Stations."

7. Waiver of objections, or statement of objections, when furnished under this rule, shall be forwarded direct to the Commission by the responding station, and in the case of waiver shall show whether the waiver covers simultaneous operation or whether the station is giving up the time sought by the applicant. Where it appears that the proposed operation has been seasonably submitted to the station or stations referred to in sub-paragraphs (4), (5), and (6), above, and no reply has been received, it will be considered that such stations have waived any objections to the granting of the request.

Special Service Authorizations. Special Service Authority may be issued to the licensee of a radio station for a service other or beyond that authorized in its existing license for a period not exceeding that of its existing license upon proper application therefor*; and satisfactory showing in regard to the following, among others:

(a) That the requested operation may not be granted on a regular basis under the existing rules governing the operation of standard broadcast stations;

(b) That in the event the application is on behalf of a standard broadcast station that experimental operation is not involved as provided for by Part 3, Section 3.22, of the Rules and Regulations;

(c) That public interest, convenience, and necessity will be served by the authorization requested.

Inconsistent or conflicting applications. When an applicant has an application pending and undecided, no other inconsistent or conflicting application filed by the same applicant, his successor or assignee, or on behalf or for the benefit of said applicant, will be accepted for consideration.

Multiple applications; broadcast service. In the broadcast service, while there is one application for new or additional facilities pending for a standard, international, television, facsimile, high frequency or experimental broadcast station, the Commission will not consider another application for new or additional facilities for a station of the same class (as given above) to serve in whole or in part the same area, by the same applicant or by his successor or assignee, or on behalf or for the benefit of the original parties in interest. Two such applications may not be filed simultaneously.

Repetitious applications. (a) *Broadcast services.* In the broadcast service, where an applicant has been afforded an opportunity to be heard with respect to a particular application for a new standard, international, television, facsimile, high frequency, or developmental broadcast station, or for an extension or enlargement of existing service or facilities, and the Commission has, after hearing or default, denied the application or dismissed it with prejudice, the Commission will not consider another application for a station of the same class (as given above) to serve in whole or in part the same area, by the same applicant or his successor or assignee, or on behalf of or for the benefit of the original parties in interest, until after the lapse of twelve months from the effective date of the Commission's order.

* Applications for authorizations to use frequencies assigned to the international broadcast service may be made on an informal basis; formal application must be made for other authorizations.

(b) *Other radio services.* In any other radio service, where an applicant has been afforded an opportunity to be heard with respect to a particular application for a new station, or for an extension or enlargement of service or facilities, and the Commission has, after hearing or default, denied the application or dismissed it with prejudice, the Commission will not consider a like application involving service of the same kind to the same area by the same applicant, or by his successor or assignee, or on behalf of or for the benefit of the original parties in interest, until after the lapse of twelve months from the effective date of the Commission's order: Provided, however, That the Commission may waive the requirements of this rule in situations effecting safety of life or property.

Pending appeals. Where an appeal has been taken from the action of the Commission in denying a particular applicant another application for the same class of broadcast station and for the same area, in whole or in part, filed by the same applicant or by his successor or assignee, or on behalf or for the benefit of the original parties in interest, will not be considered until the final disposition of such appeal.

Action on Applications

Partial grants. Where any application is granted in part, or with any privileges, terms, or conditions other than those requested, without a hearing thereon, the action of the Commission shall be considered as granting such application unless the applicant shall, within twenty days from the date on which public announcement of such grant is made, or from its effective date if a later date is specified, file with the Commission a written request for a hearing with respect to the part, or with respect to the privileges, terms, or conditions, not granted. Upon receipt of such request, the Commission will vacate its original action upon the application and set the application for hearing in the same manner as other applications are set for hearing, and the applicant and other parties in interest will be notified thereof.

Designation for hearing. In cases where an application for radio facilities is proper upon its face but the Commission is unable to determine upon examination of the same that the granting of such application either in whole or in part, would serve public interest, convenience or necessity, the Commission will designate the same for hearing and the following procedure will govern it:

(a) The Secretary shall forthwith mail a written notice to the applicant setting forth the action of the Commission designating the application for hearing, together with such statement of the Commission's reasons therefor as shall be appropriate to the nature of the application.

(b) In order to avail himself of the opportunity to be heard the applicant in person or by his attorney shall, within fifteen days of the mailing of the notice of designation for hearing by the Secretary, file with the Commission a written appearance stating that he will appear and present evidence on the issues specified in the statement of reasons furnished by the Commission on such date as may be fixed for the hearing. In cases other than standard broadcast, high frequency broadcast, international broadcast and television, the applicant will accompany his appearance with an additional copy of his application and supporting documents.

Answers to Notices of Violation

Under Title III of the Act. Any licensee receiving official notice of a violation of the terms of the Communications Act of 1934, any legislative act, Executive Order, treaty to which the United States is a party, or the Rules and Regulations of the Federal Communications Commission, shall, within three days from such receipt, send a written answer direct to the Federal Communications Commission at Washington, D. C., and a copy thereof to the office of the Commission originating the official notice when the originating office is other than the office of the Commission in Washington, D. C.; *Provided, however,* That if an answer cannot be sent nor an acknowledgment made within such three-day period by reason of illness or other unavoidable circumstances, acknowledgment and answer shall be made at the earliest practicable date with a satisfactory explanation of the delay. The answer to each notice shall be complete in itself and shall not be abbreviated by reference to other communications or answers to other notices. If the notice relates to some violation that may be due to the physical or electrical characteristics of transmitting apparatus, the answer shall state fully what steps, if any, are taken to prevent future violations,

and if any new apparatus is to be installed, the date such apparatus was ordered, the name of the manufacturer, and promised date of delivery. If the installation of such apparatus requires a construction permit, the file number of the application shall be given, or if a file number has not been assigned by the Commission, such identification as will permit of ready reference. If the notice of violation relates to some lack of attention or improper operation of the transmitter, the name and license number of the operator in charge shall be given.

Revocation and Modification of Station Licenses

Revocation. Whenever the Commission shall institute a revocation proceeding against the holder of any radio station construction permit or license under Section 312 (a), it shall initiate said proceeding by serving upon said licensee an order of revocation effective not less than fifteen days after written notice thereof is given the licensee. The order of revocation shall contain a statement of the grounds and reasons for such proposed revocation and a notice of the licensee's right to be heard by filing with the Commission a written request for hearing within fifteen days after receipt of said order. Upon the filing of such written request for hearing by said licensee the order of revocation shall stand suspended and the Commission will set a time and place for hearing and shall give the licensee and other interested parties notice thereof. If no request for hearing on any order of revocation is made by the licensee against whom such an order is directed within the time hereinabove set forth, the order of revocation shall become final and effective, without further action of the Commission. When any order of revocation has become final, the person whose license has been revoked shall forthwith deliver the station license in question to the inspector in charge of the district in which the licensee resides.

Modification. (a) *Order to show cause.* Whenever the Commission shall determine that public interest, convenience, and necessity would be served, or any treaty ratified by the United States will be more fully complied with, by the modification of any radio station construction permit or license either for a limited time, or for the duration of the term thereof, it shall issue an order for such licensee to show cause why such construction permit or license should not be modified.

(b) *Contents of order to show cause.* Such order to show cause shall contain a statement of the grounds and reasons for such proposed modification, and shall specify wherein the said construction permit or license is required to be modified. It shall require the licensee against whom it is directed, to be and appear at a place and time therein named, in no event to be less than thirty days from the date of receipt of the order to show cause why the proposed modification should not be made and the order of modification issued.

(c) *Failure to appear.* If the licensee against whom the order to show cause is directed does not appear at the time and place provided in said order, a final order of modification shall issue forthwith.

Suspension of Operator Licenses

Order of suspension. No order of suspension of any operator's license shall take effect until fifteen days' notice in writing thereof, stating the cause for the proposed suspension, has been given to the operator licensee who may make written application to the Commission at any time within said fifteen days for a hearing upon such order. The notice to the operator licensee shall not be effective until actually received by him, and from that time he shall have fifteen days in which to mail the said application. In the event that physical conditions prevent mailing of the application at the expiration of the fifteen-day period, the application shall then be mailed as soon as possible thereafter, accompanied by a satisfactory explanation of the delay. Upon receipt by the Commission of such application for hearing, said order of suspension shall be held in abeyance until the conclusion of the hearing which shall be conducted under such rules as the Commission, shall deem appropriate. Upon the conclusion of said hearing the Commission may affirm, modify, or revoke said order of suspension.

Proceedings. Proceedings for the suspension of an operator's license shall in all cases be initiated by the entry of an order of suspension. Respondent will be given notice thereof together with notice of his right to be heard and to contest the proceeding. The effective date of the suspension will not be specified in the original order but will be fixed by subsequent motion of the Commission in accordance with the conditions specified above. Notice of the effective date of suspension will be given respondent, who shall send his operator license to the office of the Commission in Washington, D. C., on or before the said effective date, or, if the effective date has passed at the time notice is received, the license shall be sent to the Commission forthwith.

RULES APPLICABLE TO STATIONS ENGAGED IN CHAIN BROADCASTING

Effective June 15, 1943

Licensing Requirements

No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization[1] under which the station is prevented or hindered from, or penalized for, broadcasting the programs of any other network organization.

No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which prevents or hinders another station serving substantially the same area from broadcasting the network's programs not taken by the former station, or which prevents or hinders another station serving a substantially different area from broadcasting any program of the network organization. This regulation shall not be construed to prohibit any contract, arrangement, or understanding between a station and a network organization pursuant to which the station is granted the first call in its primary service area upon the programs of the network organization.

No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding express or implied, with a network organization which provides, by original term, provisions for renewal, or otherwise for the affiliation of the station with the network organization for a period longer than two years: *Provided,* That a contract, arrangement, or understanding for a period up to two years, may be entered into within 6 months prior to the commencement of such period.

No license shall be granted to a standard broadcast station which options[2] for network programs any time subject to call on less than 56 days' notice, or more time than a total of three hours[3] within each of four segments of the broadcast day, as herein described. The broadcast day is divided into four segments, as follows: 8:00 a.m. to 1:00 p.m.; 1:00 p.m. to 6:00 p.m.; 6:00 p.m. to 11:00 p.m.; 11:00 p.m. to 8:00 a.m.[4] Such options may not be exclusive as against other network organizations and may not prevent or hinder the station from optioning or selling any or all of the time covered by the option, or other time, to other network organizations.

No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which (a), with respect to programs offered pursuant to an affiliation contract, prevents or hinders the station from rejecting or refusing network programs which the station reasonably believes to be unsatisfactory or unsuitable; or which (b). with respect to network programs so offered or already contracted for, prevents the station from rejecting or refusing any program which, in its opinion, is contrary to the public interest, or from substituting a program of outstanding local or national importance.

No license shall be granted to a network organization, or to any person directly or indirectly controlled by or under common control[5] with a network organization, for more than one standard broadcast station where one of the stations covers substantially the service area

---

[1] The term "network organization" as used herein includes national and regional network organizations. See Chapter VII, J, of Report on Chain Broadcasting.

[2] As used in this section, an option is any contract, arrangement, or understanding, express or implied, between a station and a network organization which prevents or hinders the station from scheduling programs before the network agrees to utilize the time during which such programs are scheduled, or which requires the station to clear time already scheduled when the network organization seeks to utilize the time.

[3] All time options permitted under this section must be for specified clock hours, expressed in terms of any time system set forth in the contract agreed upon by the station and network organization. Shifts from daylight saving to standard time or vice versa may or may not shift the specified hours correspondingly as agreed by the station and network organization.

[4] These segments are to be determined for each station in terms of local time at the location of the station but may remain constant throughout the year regardless of shifs from standard to daylight saving time or vice versa.

[5] The word "control" as used herein, is not limited to full control but includes such a measure of control as would substantially affect the availability of the station to other networks.

of the other station, or for any standard broadcast station in any locality where the existing standard broadcast stations are so few or of such unequal desirability (in terms of coverage, power, frequency, or other related matters) that competition would be substantially restrained by such licensing. (Effective date of this section may be extended from time to time with respect to any station in order to permit the orderly disposition of properties.)

No license shall be issued to a standard broadcast station affiliated with a network organization which maintains more than one network: *Provided,* That this regulation shall not be applicable if such networks are not operated simultaneously, or if there is no substantial overlap in the territory served by the group of stations comprising each such network. (Effective date of this section shall be April 12th, 1944.

No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization under which the station is prevented or hindered from, or penalized for, fixing or altering its rates for the sale of broadcast time for other than the network's programs.

FCC REGULATIONS REGARDING NATIONAL DEFENSE

Any common carrier or the licensee of any radio station subject to the Communications Act may utilize its facilities to render free service to the government for military or naval communications in preparation for national defense. The government agency concerned will keep the Commission generally informed of the services of this kind accepted. Nothing herein or in any other regulation of the Commission shall be construed to require any such carrier or station to participate in any such communication.

The Federal Communications Commission may authorize the licensee of any radio station during a period of national emergency to operate its facilities upon such frequencies with such power and points of communication, and in such a manner beyond that specified in the station license as may be requested by the Army or Navy.

No provision of the Commission's Rules and Regulations shall, in time of war, prevent the master of any vessel of the United States from taking any action whatsoever in regard to the radio installation, the operators, the transmission and receipt of messages, and the radio service of the ship whenever in his discretion such action is necessary to carry out the instructions of the United States naval control officers and other instructions issued by the Navy Department.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

1941—GROWTH OF RADIO STATIONS—1943

As of:	*Licensed Stations*	*Construction Permits*	*Special Broadcast Stations*	*Total*
January 1941	826	51	5	882
February 1941	830	46	5	881
March 1941	831	54	5	890
April 1941	832	54	5	891
May 1941	831	55	5	891
June 1941	844	48	5	897
July 1941	854**	43	—	897
August 1941	859**	44	—	903
September 1941	859**	53	—	912
October 1941	869**	44	—	913
November 1941	877**	38	—	915
December 1941	882**	37	—	919
January 1942	887	36	—	923
February 1942	891	32	—	923
March 1942	893	31	—	924
April 1942	897	27	—	924
May 1942	899	25	—	924
June 1942	906	18	—	924
July 1942	906	19	—	925
August 1942	905	16	—	921
September 1942	906	14	—	920
October 1942	908	11	—	919
November 1942	910	9	—	919
December 1942	919	9	—	918
January 1943	910	7	—	917
February 1943	910	6	—	916
March 1943	909	5	—	914
April 1943	911	2	—	913
May 1943	911	2	—	913
June 1943	911	1	—	912
July 1943	911	1	—	912
August 1943	911	2	—	913
September 1943	911	2	—	913
October 1943	911	2	—	913
November 1943	911	2	—	913
December 1943	910	2	—	912
January 1944	—	—	—	—

*Including one stay order.

†Including two stay orders.

§Including four stay orders.

xAnnual report shows 748, additional station being in Court of Appeals.

zIncluding one construction permit for a special broadcast station.

ySpecial Broadcast Stations total is included in total of licensed stations.

**This figure includes the 5 Special Broadcast Stations.

TELEVISION
IS IMPORTANT
IN THE WAR EFFORT

ITS COMING
POSSIBILITIES
ARE TREMENDOUS

FOR TELEVISION
DEVELOPMENTS
READ
RADIO DAILY
REGULARLY

PUBLICATIONS

Covering the Field of Radio

TRADE — FAN — TECHNICAL — GENERAL

The Advertiser

MONTHLY 11 W. 42nd St., New York, N. Y. Phone, PEnnsylvania 6-3265. Editor and Publisher, Manuel Rosenberg; Associate Editor, Barbara Kaye. BRANCH OFFICE: 3557 Bogart Ave., Cincinnati, O. Phone, AVon 6825. Lena Aron, Sec'y. The Advertiser carries articles on radio concerning the advertising field. There is also an annual, MARKETS OF AMERICA, presenting a compilation of market articles, each written by an advertising or agency executive expert in the market he discusses.

•

Advertising Age

WEEKLY. 100 East Ohio St., Chicago 11, Ill. Phone, Delaware 1337. Publisher, G. D. Crain, Jr.; Editor, S. R. Bernstein. BRANCH OFFICES: 330 W. 42nd St., New York, N. Y. Phone, BRyant 9-6431; 1226 National Press Bldg., Washington, D. C. Phone, REpublic 7659. Treats radio strictly from the merchandising viewpoint; prints details of networks and talent used, but does not use material dealing with show-business phases of radio; also regularly prints statistical material on broadcasting, such as volume of time sales for major networks, and money spent on air by leading national advertisers, as well as news and discussions of broadcast trends and developments of interest to advertisers and advertising agencies.

•

Advertising & Selling

MONTHLY. 9 E. 38th St., New York 16, N. Y. Phone, CAledonia 5-9770. Published by Robbins Publishing Co. President, J. H. Moore; Editor and Publisher, F. C. Kendall; Advertising Manager, Lloyd Cain. BRANCH OFFICES: 1328 Peoples Gas Bldg., Chicago, Ill., John G. Tinsley, Western Adv. Mgr.; 714 West 10th St., Los Angeles, Calif., Ned Brydone-Jack, Representative; 3703 Dorothy Ave., Dallas, Texas, Kenneth Ford, Representative. Limited largely to interpretation of major trends in the operation of radio advertising from point of view of network, agency, and sponsor. Major personnel changes and industry news are reported each month. Emphasis in all coverage of radio activity is on pictorial elements involved.

•

The Billboard

WEEKLY. 25 Opera Place, Cincinnati, Ohio. Phone, Main 5306. Publisher, The Billboard Publishing Co.; Managing Editor, R. S. Littleford, Jr. (Cincinnati); Leonard Traube, Editor, on leave with Armed Forces; Jos. Koehler Acting Editor; Radio Editor, Lou Frankel (New York); President-Treasurer, E. W. Evans; Secretary, W. D. Littleford; Advertising Manager, C. J. Latscha. BRANCH OFFICES: Ashland Bldg., Chicago, Ill., Maynard Reuter, Manager; 1564 Broadway, New York, N. Y., Joseph Csida, General Manager; 1509 Vine St., Hollywood, Calif., Sam Abbott, Manager. The editorial policy of this publication's radio department is concerned with the showmanship, talent and business phases of broadcasting.

•

Boxoffice

WEEKLY. 9 Rockefeller Plaza, New York, N. Y. Phone, COlumbus 5-6370. Editor - in - Chief and Publisher, Ben Shlyen; Editor, William G. Formby; News Editor, James M. Jerauld; Chicago Correspondent, Rene Clayton; Hollywood Manager, Ivan Spear; General Manager, Raymond Levy. Covering briefly all radio developments of interest to the motion picture industry.

•

Broadcasting—Broadcast Advertising

WEEKLY. National Press Bldg., Washington, D. C. Phone, Metropolitan 1022. Publisher, Martin Codel (on leave with Red Cross); Editor and General Manager, Sol Taishoff; Maury Long, Business Manager; J. Frank Beatty, Managing Editor; Bernard Platt, Circulation Manager; N. Y. Correspondent, Bruce Robertson; Chicago Correspondent, J. J. McGuinn; Los Angeles Correspondent, David Glickman; Toronto, Canada, Correspondent, James Montague. Trade journal of the broadcasting and broadcast advertising fields.

I

WONDER

WHAT

RADIO DAILY

WILL

SAY

ABOUT IT?

Business Promotion

MONTHLY. Merchandise Mart, Chicago, Ill. Phone, Whitehall 6614. Publisher, Henry S. Bunting; General Manager, Van Asmus Bunting. Business Promotion publishes information concerning all premium, prize and advertising-gift offers on the radio. Readers are sales promoters and all users of premiums and gifts as sales promotional material. Radio sponsors, stations and agencies are eligible to receive Business Promotion on a complimentary basis. Editorial content is based on premium usage in promotional campaigns.

•

Canadian Advertising

QUARTERLY (January, April, July and October). 481 University Ave., Toronto, Ont., Canada. Phone, Adelaide 9131. Publisher, MacLean Publishing Co.; Advertising Manager & Editor, A. C. Ball; Group Manager of Industrial Publications, J. L. Craig; Data Editor, Margaret M. White. BRANCH OFFICES: Dominion Square Bldg., Montreal, Canada, Phone, MArquette 2331. This publication is an advertising media data book which includes a listing of Canadian radio stations, their rates, time on the air, power, frequency, personnel, etc.; besides media references it contains articles reviewing advertising activities in Canada.

•

Communications

MONTHLY. 19 East 47th St., New York, N. Y. Phone, Plaza 3-0483. Publisher, Bryan Davis Publishing Co., Inc.; Editor, Lewis Winner; Business Manager, B. S. Davis; General Manager, Paul S. Weil. Circulates among engineers, executives and other personnel engaged in the design, manufacture, installation, operation, service and maintenance of radio and wire communications, broadcast stations—police, marine, aeronautical radio and other point to point services—sound recording and projection—public address—television and picture transmission—and in the manufacture of all radio equipment and accessories, components and instruments used in these fields. Editorial content features technical articles covering the entire communications field.

•

Daily Variety

DAILY. 1708 North Vine St., Hollywood, Calif. Phone, HOllywood 1141. President, Sid Silverman; Editor, Arthur Ungar. BRANCH OFFICES: See listing under Variety Weekly.

•

Down Beat

TWICE MONTHLY. 203 N. Wabash Ave., Chicago, Ill. Phone, Andover 1612. Publisher, Glenn Burrs; Managing Editor, Ned E. Williams. BRANCH OFFICES: RKO Bldg., New York, N. Y., Rod Read and Frank Stacy; 648 N. Rampart Blvd., Los Angeles, Charlie Emge. Publishes news and pictures of popular radio bands and orchestras, etc.

•

Editor and Publisher

WEEKLY. 1700 Times Tower, New York, N. Y. Phone, BRyant 9-3052. President, James W. Brown; Publisher, James W. Brown, Jr.; Editor, Arthur T. Robb; Managing Editor, Robert U. Brown; General Manager-Advertising Director, Charles T. Stuart; Chicago Correspondent, G. A. Brandenburg; Los Angeles Correspondent, Don Taylor; San Francisco, Don R. Nelson; London, England, Vera Chandler; Washington Correspondent, James J. Butler. Prints radio news of interest to the newspaper and advertising fields.

•

Electronic Industries

MONTHLY. 480 Lexington Ave., New York, N. Y. Phone, PLaza 3-1340. Publisher, M. Clements; Editor, Dr. Orestes H. Caldwell. Electronic Industries is published for all who design, produce, or operate radio and electronic equipment.

•

Electronics

MONTHLY. 330 West 42nd St., New York, N. Y. Phone, MEdallion 3-0700. Publisher, McGraw-Hill Publishing Co.; Editor, Keith Henney; Editor, Western (Chicago), Beverley Dudley; Associate Editor, W. MacDonald; Publisher, H. W. Mateer; Sales Manager, Wallace B. Blood. Branch Offices: 1427 Statler Bldg., Boston, Mass., Ralph Flynn; 520 North Michigan Ave., Chicago, Ill., Charles Wardner; 1510 Hanna Bldg., Cleveland, Ohio, J. L. Phillips; 16 South Broad St., Philadelphia, Pa., Frank Coyle; 68 Post St., San Francisco, Cal., J. W. Otterson; 601 W. 5th St., Los Angeles, Cal., Roy N. Phelan; 1105 Rhodes-Haverty Bldg., Atlanta, Ga., Ralph Maultsby. A magazine for executives, engineers and operations men in radio, communication including facsimile and television, industrial applications in the electronic fields —Design—Engineering—Manufacture.

If you want to harvest today's frequent new crops of advertising urges



to advertise regularly in

STANDARD RATE & DATA SERVICE

With shifting markets and sales-manpower shortages, large numbers of advertisers are maintaining liquid budget reserves . . . are prepared to *pour it on* wherever promotion possibilities loom the largest.

This widespread policy involves an unprecedented volume of day-to-day decisions . . . offers stations many more opportunities than ever before to sell their services . . . makes "constant buyer contact" the golden rule of advertising today. To pull more business, sell *every day* through Standard Rate & Data Service, used constantly by your prime advertising prospects—account executives, time buyers, advertising and sales managers, and all other important advertising officials—for planning, budgeting, scheduling and scores of other necessary operations.

Put this subtle power of hour after hour usership into your advertising appeals. Knock over sale after sale by punching hard from every use angle—from market data to station facilities. Jolt orders out of big buyers with timely, telling blows—when their use of the Service leaves them wide open for your sales-winning story.

Rule out any chance of being overlooked in today's augmented advertising market by making regular monthly use of Standard Rate & Data Service your advertising rule. STANDARD RATE & DATA SERVICE, 333 N. Michigan Ave., Chicago 1, Ill. • 420 Lexington Ave., New York 17, N. Y. • 816 W. Fifth St., Los Angeles 13, Calif.

Film Daily

DAILY. 1501 Broadway, New York 18, N. Y. Phone, BRyant 9-7117. Publisher, John W. Alicoate; General Manager, Donald M. Mersereau; Editor, Chester B. Bahn; Los Angeles Correspondent, Ralph Wilk, 6425 Hollywood Blvd., Phone GRanite 6607; Washington Correspondent, Andrew H. Older, 841 Longfellow St., N. W., Phone, Taylor 0882; Chicago Correspondent, Joseph Esler, 6241 N. Oakley Ave. The Daily Newspaper of Motion Pictures: FILM DAILY reports the news covering every phase of motion pictures as well as television and radio to the extent they concern the film field.

•

FM-Radio Electronics

MONTHLY. 240 Madison Ave., New York 16, N. Y. Phone, LExington 2-8070. Editor-Publisher, M. B. Sleeper; Advertising Manager, Wm. T. Mohrman. BRANCH OFFICE: 360 N. Michigan Ave., Chicago, Ill., Phone, State 4439, William Fleischman. This publication deals with radio-electronic development, engineering, and manufacturing and includes the monthly Radio-Electronic products directory.

•

Hollywood Reporter

DAILY (Five days weekly). 6715 Sunset Boulevard, Hollywood, Cal. Phone, HIllside 7411. Editor and Publisher, W. R. Wilkerson; Managing Editor, Frank Pope; Business Manager, A. J. Oliver; Assistant to Publisher, George Kennedy; Manager of New York Office, Jack Harrison; Radio Editor, Joan Flynn. BRANCH OFFICES: 229 West 42nd St., New York, N. Y., Manager, Jack Harrison, Phone, WIsconsin 7-2470; 504 No. Michigan Ave., Chicago, Ill.; 2, Deanery Mews, Park Lane W. 1, London, England; Pelayo 1, Barcelona; Kungsgatan 28, Stockholm; 198 Pitt St., Sydney; San Martin 501, Buenos Aires. A publication devoted to the Motion Picture industry, its allies, and radio.

•

Industrial Marketing

MONTHLY (Except 2 issues in October). 100 East Ohio St., Chicago, Ill. Phone, Delaware 1337. Publisher, G. D. Crain, Jr.; Editor, Ralph O. McGraw. BRANCH OFFICE: 330 West 42nd St., New York, N. Y. Phone, BRyant 9-6432. This publication prints all available news stories about the use of radio by industrial marketers.

•

Marketing

WEEKLY. 119 York St., Toronto, Ont., Canada. Publisher, W. A. Lydiatt.

•

Metronome

MONTHLY. 119 West 57th St., New York, N. Y. Phone, CIrcle 7-4500. Editor, Barry Ulanov; Associate Editor, Leonard Feather; Gene Roderick, Advertising Manager; Gus Greiff, Assistant Advertising Manager; Dixon Gayer, Chicago Editor; Milt Benny, Los Angeles Editor. This publication is a trade journal in the field of popular music, giving world coverage on news of the dance band and popular music fields; radio, band, stage, show and record reviews, interviews and personality stories, instruction departments conducted by leading exponents of the various dance band instruments.

•

Motion Picture Daily

DAILY. 1270 Sixth Ave., New York 20, N. Y. Phone, CIrcle 7-3100. President and Editor-in-Chief, Martin Quigley; Calvin Brown, Publisher; Exec. Editor, Sherwin Kane; Chicago Correspondent, Oscar Lundy; Los Angeles, Red Cann, Vice-President; Business Manager, T. J. Sullivan; Radio Advertising Manager, Herb V. Fecke. BRANCH OFFICES: 6305 Yucca St., Hollywood, Calif.; 624 S. Michigan Ave., Chicago, Ill.; 4 Golden Square, London W-1, England. Motion picture news coverage; also radio news and columns.

•

Music News

TWICE MONTHLY (Except monthly in June, July, August and September). Suite 615, 310 S. Michigan Ave., Chicago 4, Ill. Phone, WABash 5595. Editor-in-Chief, Lois Watt North; Managing Editor, Hans Rosenwald; Sales Manager, Milton Edwards; Business Manager, Vivian Bradshaw. Music News is a feature and news publication, departmental-

What You Should Know About **Advertising Age**

FIELD COVERED •

The entire field of advertising, merchandising and related industries. Readers are advertising and merchandising executives and advertising agencies — men who are the final buying authority in the purchase of radio time, transcriptions, talent, and in the selection of markets to be cultivated by local, regional and national accounts.

EDITORIAL CHARACTER •

The editorial appeal of ADVERTISING AGE is based upon the modern necessity for business news accurately and quickly presented. No textbook or preacher, ADVERTISING AGE sticks to its primary purpose of honest, intelligent, wide-awake news gathering. It prints more information about advertising, merchandising and marketing than any other publication.

Ten editors and more than 70 correspondents located at strategic points all over the United States, present the latest news affecting this field every Monday morning. Representation is particularly strong in Washington because of the importance and extent of regulation and legislation affecting business which originates there.

CIRCULATION •

Advertising and merchandising executives and advertising agency executives constitute the bulk of our readers—over 12,000 of the most important men and women in this business. Our penetration into agencies is especially strong, and from the standpoint of reader-preference among agencies, ADVERTISING AGE is away out in front.

ADVERTISING •

ADVERTISING AGE carries more linage, more insertions, more accounts and more exclusive accounts than any other general advertising publication. It has done so for many years, and has extended its lead during 1943.

During the first half of 1943 ADVERTISING AGE carried 38.2% of all the radio linage placed in the general advertising magazines. It had nearly twice the number of insertions of its nearest competitor.

FORMAT AND MAKEUP •

Newspaper style, with newspaper printing and mailing speed. Full pages are large enough to permit smash displays, yet makeup of five columns is so flexible that copy can be as small as 1/72 of a page. Radio stations throughout the country find that whatever size unit is employed produces real results for them.

•

Advertising Age

THE NATIONAL NEWSPAPER OF MARKETING

NEW YORK 18
330 W. 42nd St.

CHICAGO 11
100 E. Ohio St.

SAN FRANCISCO 4
Simpson-Reilly, Ltd.
Russ Bldg.

LOS ANGELES 18
Simpson-Reilly, Ltd.
Garfield Bldg.

ized. In each issue there are reviews of the better class music including popular types.

•

Music Times

QUARTERLY (Duration) MONTHLY. 501 Plymouth Court, Chicago 5, Ill. Phone, Harrison 0144. Editor-Publisher, J. Bradford Pengelly. In each issue there is a section devoted to radio under the heading, "Records, Radio and Television." Also publisher of "The Blue Book of Style, Musical Instruments."

•

Music Trade Review

MONTHLY. 1270 Sixth Ave., New York, N. Y. Phone, CIrcle 7-5842. Editor, Carleton Chace. Music Trade Review has a monthly department on radio, radio-combinations, records, etc., comprising news of the trade and merchandising articles for the benefit of the retail music merchant. Circulation comprises entire Music Industry, both wholesale and retail. Combined with "Musical Merchandise Magazine" for the duration of the war.

•

The Music Trades

MONTHLY. 113 West 57th St., New York, N. Y. Phone, CIrcle 7-0520. Publisher, John F. Majeski; Editor, Emil Raymond. BRANCH OFFICES: 304 South Wabash Ave., Chicago, Ill. Phone, Harrison 4544. The Music Trades is devoted to reports of current activities and new developments among manufacturers and dealers of all kinds of musical instruments including radio and phonograph.

•

Musical Advance

MONTHLY. 100 West 57th St., New York, N. Y. Phone, CIrcle 7-3206. Publisher-Editor, Spencer B. Driggs; Advertising Manager, V. E. Matlack; Radio Editor, Frank C. Barber.

•

Musical America

EIGHTEEN TIMES YEARLY. 113 West 57th St., New York, N. Y. Phone, CIrcle 7-0520. Publisher, John F. Majeski; Editors, Ronald Eyer, Frances Eaton; Advertising Manager, M. B. Swaab. BRANCH OFFICE: 304 South Wabash Ave., Chicago, Ill. Phone, Harrison 4544. Musical America reports current musical events in the United States and all foreign centers of interest to musicians, music lovers, music clubs and students.

•

Musical Courier

TWICE MONTHLY. 119 West 57th St., New York, N. Y. Phone, CIrcle 7-4500. Publisher, Music Periodicals Corp.; Editor, Leonard Liebling; Managing Editor, Russell Kerr. BRANCH OFFICES: 220 South Michigan Ave., Chicago, Ill., Rene Devries, Assoc. Editor; 5617 Hollywood Blvd., Hollywood, Calif., Richard Drake Saunders, West Coast Manager. Review of better class music programs throughout the world in each issue; comments on broadcast programs.

•

Musical Digest

QUARTERLY. 119 West 57th St., New York, N. Y. Phone, CIrcle 7-1124. Editor-Publisher, Pierre Key; Managing Editor, Irene E. Haynes. Musical Digest prints newsy notes and reviews on broadcasts of serious music as well as occasional comment on broadcasts by musical artists.

•

The Musician

MONTHLY. 139 E. 47th Street, New York, N. Y. Phone, PLaza 3-5925. Editor, Nicholas deVore; Publisher, AMF Artist Service, Inc. The Musician publishes news and comments on happenings in the music world as well as educational and analytic articles regarding serious music. It is the official organ of the American Musical Fellowship.

•

Pan-American Radio

MONTHLY. 45 West 45th St., New York, N. Y. Phone, BRyant 9-4324. Publisher-Editor, Herbert Rosen. This publication is an organ of information concerning broadcasting and its problems as they relate to both North and South America. It is printed in three different languages, English, Spanish and Portugese in one and the same edition.

•

Printers' Ink

WEEKLY. 205 E. 42nd St., New York 17, N. Y. Phone, MUrray Hill 3-6500. Publisher, Printers' Ink Publishing Co.; President, C. B. Larrabee; Advertising Director, Henry W. Marks; Editor, G. A. Nichols; Exec. Editor, Robert W. Palmer; Managing Editor, Eldridge Peterson; Radio, Pat Murray. BRANCH OF-

A MESSAGE TO RADIO AND ELECTRONIC MANUFACTURERS

SUPPLIES!

Post-war competitive battles will be won by getting the right supplies to the right spot at the right time!

YOUR FIELD COMMANDERS

— the radio and electronic technicians, servicemen, and dealers, have been waiting and waiting these long war years for replacement parts and sets. They are always hungry for news of what is available, or at least, of what the manufacturers are doing. Eagerly they search the pages of RADIO-CRAFT — their main source of information.

The radio or electronic manufacturer who has no merchandise to offer at this time might well keep in the good graces of his outlets, by maintaining contact through RADIO-CRAFT — the leader in this highly concentrated field.



CURRENT PRESS RUN 60,000

Certainly, with the war taking a favorable turn, this is the proper time to start re-establishing friendship with our readers— another name for your sales outlets. Notwithstanding high quality *readership, we can also offer* quantity *circulation.*

LEADERSHIP IN READERSHIP

We wish you could be with us while we open the incoming mail. You would see how these technical middlemen — the very ones you will be seeking again for your "sales representatives" — appealing to our editors for help on this or that problem. Some ask for the latest "dope" on technical developments — some request information on parts, others send in notes and suggestions which we print for them.

The picture you would get is that your future sales outlets regard RADIO-CRAFT as virtually their own publication. As a matter of fact, they are inclined to feel slighted if a manufacturing supplier does not keep them informed through their favorite medium.

RADIO-CRAFT, 25 West Broadway, New York 7, N. Y.

FICES: 6 N. Michigan Ave., Chicago, Ill., P. H. Erbes, Jr., Associate Editor, and Gove Compton, Manager; 1722 Rhodes Haverty Bldg., Atlanta, Ga., H. F. Cogill, Manager; 1672 Walsworth Ave., Pasadena, Calif., Joseph W. Conrow, Manager. Printers' Ink uses articles about radio as an advertising medium and as related to merchandising and distribution; also news of personnel changes and spot news that will interest radio advertisers from a business point of view.

•

Proceedings of the I. R. E.

(Institute of Radio Engineers)

MONTHLY. 330 West 42nd St., New York 18, N. Y. Phone, MEdallion 3-5661. Publisher, Inst. of Radio Engineers; Editor, Dr. Alfred N. Goldsmith; Secretary Haraden Pratt; Advertising Manager, William C. Copp; Wm. B. Cowilich, Asst. Secty. The Proceedings is an engineering journal publishing technical papers on radio and allied subjects. Papers are published after review by three committees and the editor. Releases and other news cannot be used, but new commercial literature of engineering interest is listed.

•

Proceedings of the Radio Club of America

SIX ISSUES PER YEAR (Approximately). 11 West 42nd St., New York, N. Y. Phone, LOngacre 5-6622. Publisher, Radio Club of America, Inc.; Editor, Charles E. Dean. This publication contains texts of engineering papers on radio subjects and brief accounts of club activities. Subscriptions are available to non-members.

•

Q S T

MONTHLY. West Hartford, Conn. Publisher, American Radio Relay League; Editor, Kenneth B. Warner; Executive Editor, Clinton B. DeSoto; Advertising Manager, F. Cheyney Beekley; Circulation Manager, David H. Houghton, Technical Editor, George Grammer. This publication is the official organ of the American Radio Relay League and is devoted to publication of technical data and the activities and developments in amateur radio.

Radio Advertising Rates and Data

Discontinued under above title—now issued as a section of Standard Rate & Data Service.

•

Radio-Craft

MONTHLY. 25 West Broadway, New York, N. Y. Phone, REctor 2-9690. President and Publisher, H. Gernsback; Associate Editor, Fred Shunamen. BRANCH OFFICE: 520 N. Michigan Ave., Chicago, Ill. Phone, Superior 7306. This publication reports latest developments in the radio art, radio telephony, electronics, television, amateur radio, ham set construction, public address and facsimile, including servicing, trade news and technical descriptions.

•

Radio Daily

DAILY. 1501 Broadway, New York 18, N. Y. Phone, WIsconsin 7-6336. Publisher, John W. Alicoate; General Manager, Donald M. Mersereau; Frank Burke, Editor; Managing Editor, M. H. Shapiro; Business Manager, Marvin Kirsch; Los Angeles Correspondent, Ralph Wilk; Chicago Correspondent, Bill Irvin. BRANCH OFFICE: 6425 Hollywood Blvd., Hollywood, Calif.; Ralph Wilk, Manager. The National Daily Newspaper of Commercial Radio and Television.

•

Radio and Electrical Sales

46 Eloor St. W., Toronto, Ont., Canada. Phone, Randolph 2137. Publisher, Weston Wrigley; Editor, G. B. Wrigley; Advertising Manager, A. H. Boyd. A merchandising publication featuring window and store displays and advocating trade organization.

(*This publication has been discontinued during the war period and has been replaced by an annual edition, Canadian Radio Data Book.*)

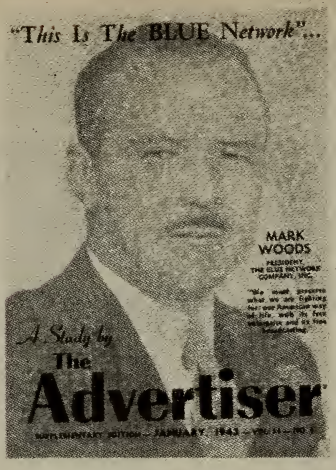
•

Radio Electronic Parts Journal

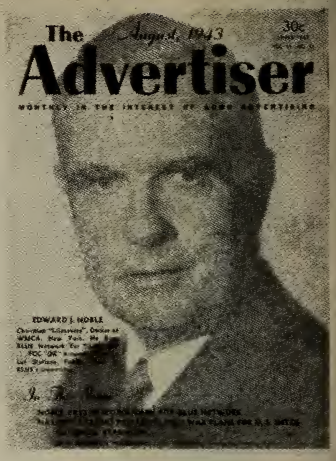
MONTHLY. 1270 Sixth Ave., New York 20, N. Y. Phone, CIrcle 7-5842. Editor and Business Manager, Mac Parks. Parts is edited exclusively for radio parts and tube wholesalers and their sales staffs. It endeavors to cover all merchandising trends, new product developments and manufacturing merchandising policies.



NILES TRAMMELL, *President of NBC . . . Long a user of* The Advertiser *and* Markets *of* America. *Our publications have proven their effective promotion value for NBC.*



MARK WOODS, *President of the Blue Network . . . Throughout its history BLUE has employed* The Advertiser *to do a selling job for this oldest and yet newest of the networks.*



EDWARD J. NOBLE, *newest of network owners . . .* The Advertiser *and* Markets *of* America, *are on his 1944 advertising promotion list for his aggressive BLUE network.*



WILLIAM S. PALEY, *President of Columbia Broadcasting System . . . His network, during the past decade has regularly employed* The Advertiser *and* Markets *of* America *to carry their dynamic advertising efforts.*

NETWORK PRESIDENTS KNOW *the Value of Advertising . . .*

and each is back of his network's advertising efforts. They sell it for its great merchandising power . . . They buy advertising as a sales tool . . .

Every station can profit by this correct viewpoint. The trade press is your most effective promotion means. The ADVERTISER ranks high in this respect—tops. HIGH with your prospective Advertisers, Time Buyers, Account Executives.



MILLER McCLINTOCK, *President of Mutual Network . . . Informs* The Advertiser *he is contemplating an extensive promotion schedule in* The Advertiser *and* Markets *of* America *in 1944.*

COVERING every advertiser and prospective buyer of Time, and Network Spot—*The* Advertiser's circulation guarantees 100% coverage of every broadcaster's promotional needs. We regularly check our circulation with the sales promotion lists of each of the networks and several major stations. Additionally we issue thousands of copies of *The* Advertiser to readers in excess of the largest of the network promotion lists. Verily, *The* Advertiser not alone does a 100% job for radio, as the evidence amply indicates, it also does a super promotion job for all other media, seeking to reach the national advertiser and the agency executives who buy *time* and *space*.

With a long list of broadcasting stations, networks, publications and other advertisers who have been in the pages of *The* Advertiser, and Markets *of* America over a period of as long as 13 years, our publications have proven their powerful sales effectiveness. We enter 1944 with the largest volume of contracts in the history of *The* Advertiser and, Markets *of* America . . . Space Reservations for the latter should be made immediately for Volume 8 (1944) . . . Positions are still available.

Space rate is just $185. *per page.* ★ Only $160. *per page* on 12 time contract.

They ALL Read The ADVERTISER

They ALL Consult MARKETS of AMERICA

NEW YORK CITY: 11 West 42 St. (18) PEnn 6-3265 ★ CINCINNATI: 3557 Bogart Ave. (29) AVon 6825

Radio Life

WEEKLY. 1029 W. Washington Blvd., Los Angeles, Calif. Phone, RIchmond 5262. Publisher, Carl M. Bigsby; Managing Director, Culbreth Sudler; Business Manager, Vinson Vaughan; Editor, Evelyn Bigsby; Radio Editor, Hal Julian. BRANCH OFFICE: 1558 No. Vine St., Hollywood, Calif. Phone HEmpstead 2025. Radio Life carries complete logs for all Southern California stations, radio's weekly highlights, and a rotogravure section.

•

Radio Mirror

MONTHLY. 205 East 42nd St., New York 17, N. Y. Phone, LExington 2-9050. Publisher, Macfadden Publications, Inc.; Editorial Director, Fred R. Sammis; Editor, Doris McFerran; Art Editor, Jack Zasorin; Associate Editor, Belle Landsman; Los Angeles Correspondent, Elaine Osterman; Advertising Manager, Walter Hanlon. BRANCH OFFICES: 221 North La Salle St., Chicago Ill., Manager, Edward F. Lethen, Jr.; 420 Market St., San Francisco, Calif.; 8949 Sunset Blvd., Hollywood, Calif. News and pictures of stars and shows; fictionizing of radio dramas; biographies; program listings.

•

Radio News

MONTHLY. 540 N. Michigan Ave., Chicago, Ill. Phone, Delaware 6100. Published by Ziff-Davis Publishing Co. Publisher, William B. Ziff; Editor, B. G. Davis; Managing Editor, Oliver Read. BRANCH OFFICES: 270 Madison Ave., New York, N. Y., Executive Assistant, Charles R. Tighe; 1052 Earle Bldg., Washington, D. C., Fred Hamlin, Manager. This publication is a technical magazine devoted to radio in war, including articles for the engineer, servicemen, dealer, recordist, experimenter and amateur.

•

Radio Retailing Today

MONTHLY. 480 Lexington Ave., New York, N. Y. Phone, PLaza 3-1340. Publisher and General Manager, M. Clements; Editor, Orestes H. Caldwell. Publication devoted to dealers, manufacturers, service men and distributors.

•

Radio and Television Weekly

WEEKLY. 99 Hudson St., New York, N. Y. Phone, WA 5-2576. Publisher, Edward H. Davis; Editor, Cy Kneller; Advertising Manager, Sidney E. Davis. Radio and Television Weekly publishes news of the radio television, electronics and phonograph record industries (manufacturing and merchandising of products).

•

Radio-Television Journal

MONTHLY. 1270 Sixth Ave., New York 20, N. Y. Phone, CIrcle 7-5842. Publisher, Kolbe Publications, Inc., Editor, Mal Parks; Managing Editor, Alex H. Kolbe; Technical Editor, George Duvall; Washington Editor, B. F. Holley; News Editor Patricia McKee; Reader-Service Editor, Mary Scourby; Business Management Editor, Fred Merish; Canadian Editor, E. H. Cooke; Circulation Manager, Betty Borin; Western Manager, Fred Owens.

•

Radiotime

TWICE MONTHLY. Sun Life Bldg., Montreal, Quebec, Canada. Phone, PLateau 6494. President, W. E. Elliott; Vice-President, W. P. Haynes; Secretary, J. M. Leckie; Treasurer, E. R. Romte. BRANCH OFFICE: 45 Richmond St., W. Toronto, Ont., Canada. Radiotime is a composite of individual Canadian radio station program schedules which are standardized and published in one edition.

•

Radio Trade-Builder

MONTHLY. 347 Adelaide St., West, Toronto, Ont., Canada. Phone, Adelaide 6261. Publisher Hugh C. MacLean Publications Ltd.; Editor, T. C. Van Alstyne; National Advertising Manager, John T. Rochford. BRANCH OFFICES: 2118 Bleury St., Montreal, Que., Canada; 75 East Wacker Drive, Chicago, Ill. This publication reports general trade news of interest to radio dealers and servicemen, jobbers and manufacturers, radio



CANADA'S MEDIA AUTHORITY

The only Canadian publication regularly supplying authoritative data on all Canadian Media.

MEDIA LISTED

Daily Newspapers
National Week-End Newspapers
Weekly Newspapers
Magazines
Financial Papers
Farm Papers
Business Papers
Telephone Directory
Non-English Dailies
Non-English Weeklies
Tri-Weeklies
Radio Stations
Religious Publications
Labor and Political Papers
French Papers (Outside Quebec)
University Papers
City and Community Weeklies
Transportation Advertising
Poster Advertising
Advertising Agencies and Executives
Special Representatives

BUYERS of advertising space and time are constantly analyzing and seeking new markets . . . they must be kept informed on changing media and circulation standings.

Canadian Advertising, every three months, presents a revised and complete picture of media in Canada to practically all important buyers of advertising.

Write for Subscription and Advertising Rates to

CANADIAN ADVERTISING

481 UNIVERSITY AVENUE, TORONTO 2

engineers, broadcasting stations, etc. It also contains merchandising and service articles of interest to retail radio trade.

•

Sales Management

SEMI-MONTHLY. 420 Lexington Ave., New York, N. Y. Phone, MOhawk 4-1760. Publisher and Editor, Raymond Bill; Executive Editor and General Manager, Philip Salisbury; Advertising Manager, Merril V. Reed. BRANCH OFFICES: 333 N. Michigan Ave., Chicago, Ill., Phone State 1266, C. E. Lovejoy, Manager; 15 East de la Guerra, Santa Barbara, Calif., Phone, 6405, Warwick S. Carpenter, Manager. Sales Management's editorial front is a broad one, embracing all the phases of general management, market analysis, operation of the sales force, use of advertising media and other sales tools, advertising agency relations, consumer research, product design, etc., which fall within the limits of the responsibility of the Director of Sales of a business concern.

•

Service

MONTHLY. 19 East 47th St., New York, N. Y. Phone, PLaza 3-0483. Publisher, Bryan Davis Publishing Co., Inc.; Advisory Editor, A. A. Ghirardi; Business Manager, B. S. Davis; General Manager, Paul S. Weil; Advertising Manager, F. Walen. Circulates among distributors of radio parts and accessories, radio set distributors, distributors of public address equipment and all types of sound apparatus; service organizations specializing in radio and allied industries; service departments of radio set and parts distributors and dealers, department stores, radio set manufacturers, public address manufacturers, and kindred lines; radio dealers, sporting goods, music and automotive stores as well as other retailers handling radio and television; independent radio service men and service engineers. Editorial content features technical and semi-technical articles, business helps and news of the industry, etc.

•

Standard Rate and Data Service

MONTHLY. 333 No. Michigan Ave., Chicago 1, Ill. Phone, Randolph 5616. Chairman of the Board, Walter E. Botthof; President, Richard A. Trenkmann; Exec. Vice-Pres. and Treas. C. Laury Botthof; Exec. Vice-Pres. in Charge New York Office, Albert William Moss; Vice-Pres., C. W. Doheny; Secretary, Howard E. Rogers; Vice-Pres., James M. Kelly. BRANCH OFFICES: 420 Lexington Ave., New York 17, N. Y., Phone, LExington 2-6611; 816 W. Fifth St. Los Angeles 13. Advertising rate service for publication field revised and issued monthly.

•

Tide

SEMI-MONTHLY. 232 Madison Ave., New York 16, N. Y. Phone, AShland 4-3390. President and Publisher, Edwin F. Thayer; Editor, Reginald T. Clough; Radio Editor, Dorothy Blum; Vice-President, J. F. Weintz; Los Angeles Representative, R. J. Birch & Co. BRANCH OFFICES: 360 N. Michigan Ave., Chicago Ill., J. E. West, Vice-Pres.; 607 South Hill St., Los Angeles, Calif., R. J. Birch; 300 Montgomery St., San Francisco, Calif., R. J. Birch & Co. Report radio news of interest to agency executives and advertisers.

•

Tune In

MONTHLY. 30 Rockefeller Plaza, New York 20, N. Y. Phone, CIrcle 5-8425. Published by D. S. Publishing Co. Publisher and Editor, Richard Davis; Secretary, V. C. Albus; Managing Editor, Lawrence Falkenburg; Executive Editor, Teresa Buxton; Associate Editors, Elba Lohman, Francigene Sheridan; Research Editor, Alton Brimmer. Publishes news and pictures of radio programs and personalities; schedules of important radio shows; interesting sidelights of radio including radio facts, humor and an overall picture of radio in general.

•

Variety

WEEKLY. 154 West 46th St., New York 19, N. Y. Phone, BRyant 9-8153. Publisher Sid Silverman; Editor, Abel Green; Business Manager, Harold Erichs; Advertising Manager, Louis Rydell; Production Manager, Murray Rann. BRANCH OFFICES: 54 W. Randolph St., Chicago, Ill., Hal Halperin; 1708-10 No. Vine St., Hollywood Calif., Arthur Ungar.

•

Western Advertising

SEMI-MONTHLY. 564 Market St., San Francisco, Calif. Phone, GArfield 8966. Editor and Publisher, Ramsey Oppenheim. Assistant Publisher, R. S. Oppenheim. New developments in radio generally and reporting news of western accounts and stations from a commercial angle.

OUR 61ST YEAR

METRONOME announces with great pride its entrance into its 61st year of publication. During those 61 years, METRONOME has won the respect and confidence of the entire popular music industry by its consistently honest and accurate coverage of the field to which it has dedicated itself.

METRONOME today still stands alone as the most respected magazine in the popular music field and its honest and constructive band, record, radio and stage show reviews, as well as its accurate news reports and entertaining features are accepted and respected as Gospel by those in the field it serves.



METRONOME

119 WEST 57th STREET, NEW YORK 19, N. Y. SUBSCRIPTION—$2.50 PER YEAR IN U. S. A.

RADIO EDITORS and WRITERS of NEWSPAPERS IN THE UNITED STATES and CANADA

(As of January 1, 1944)

The following list of radio editors writing for newspapers and magazines in the United States and Canada was compiled from questionnaires submitted in the Seventh Annual Radio Daily Poll and through the cooperation of radio stations in both countries.

ALABAMA

Amusement Weekly: **Virgil E. Pierson**
Anniston Star: **Dr. Frank McLean**
Birmingham News & Age-Herald: **Turner Jordan**
Birmingham Post: **Effie Chalmers, T. D. McCluskey**
Chambers County News (Lanett): **Vernie Teel**
Mobile Press-Register: **George M. Cox, Jr.**
Montgomery Journal: **Sarah Crist**
Montgomery Advertiser: **Bill Mahoney**
Roanoke Leader: **J. B. Stevenson**
Southern Radio News (Birmingham): **Virgil Pearson**

•

ARIZONA

Arizona Farmer (Phoenix): **Ernie Douglas**
Arizona Record (Globe): **Ralph Herron**
Arizona Republic (Phoenix): **Frank Ross**
Arizona Silver Belt (Miami): **W. W. Kooken, Jack Slack**
Clifton Copper Era: **W. V. Olin**
Graham County Guardian (Safford): **Harry Payne**
Arizona Weekly (Phoenix): **Cleo Smith**
Phoenix Gazette: **C. G. Nuckolls**
Phoenix Republic: **Frank Ross**
Somerton Star (Yuma): **Joe Gorman**
Tucson Star: **Al Wilke, W. R. Matthews**
Yuma Daily Sun: **Karl E. Allen**

•

ARKANSAS

Arkansas Democrat: **Bess King**
Arkansas Gazette (Little Rock): **Mary Mehaffey**
Fort Smith Tribune: **Harry Robinson, E. R. Guthridge**
Greenwood Democrat: **Earl Dodd**
N. W. Arkansas Times (Fayettville): **L. S. Reed**
Siloam Springs Herald & Democrat: **A. W. Perrine**
Texarkana Gazette-News: **Al Weeks**

•

CALIFORNIA

Anaheim Bulletin: **Lotus Loudon**
Aviation News (Los Angeles): **Doug Crane**
Bakersfield Californian: **Ralph Kreiser**
Berkeley Daily Gazette: **Howard Sipe, Sylvia Wall**
Calexico Chronicle: **Al Haworth**
Chico Express: **Chet Dahl**
Chico Record: **Chas. Richards**
El Centro Post-Press: **S. Fitzhugh**
Fan Fare Magazine (San Francisco): **Helane Peters**
Fresno Bee: **Art Welter**
Fresno Guide: **Ray Garman**
Fullerton News Tribune: **Ed Elfstrom**
Hanford Sentinel: **W. I. Christie**
Hollywood Citizen: **Zuma Palmer**
Hollywood Shopping News: **John Kemp, Jerry Kelly**
Holtville Tribune: **B. Odets**
Humboldt Standard (Eureka): **Don O'Kane**
Imperial Valley Democrat (Brawley): **T. Greer**
Long Beach Independent: **John Dennis**
Los Angeles Examiner, Times, News, Herald: **Jack Holmes**
Twentieth Century News Syndicate (Los Angeles): **Barney Glazer**
Marysville Appeal-Democrat: **Earl Brownlee**
Mercury Herald: **Dan Beebe**
Mission Merchants News (San Francisco): **Alfred Jones**
Oakland Post-Enquirer: **Janet Stencer**
Oakland Shopping News: **Tom Tyrell**
Oakland Tribune: **Louise Phillips**
Orange Daily News: **William Hart**
Pasadena Independent: **Bill Bird**
Pasadena Star & News, Post: **Ruth Pryor, Reginald Warren**

radio's aggressive,
progressive,
accurate and
unbiased
trade newspaper

The Billboard

Riverside Press-Enterprise: H. A. Powell
Sacramento Bee: Howard Bailey
San Diego Tribune Sun, Union: Fred Gongora
San Luis Obispo Telegram: J. Paulson
San Luis Obispo Independent: L. Tiernan
San Francisco Call-Bulletin: Frances Grubb
San Francisco Chronicle: E. J. Birnbaum, Virginia Madison
San Francisco Examiner: Edward Murphy
San Francisco News: Louise Weich
San Francisco Shopping News: Tom Foster, Tom Tyrell
Santa Barbara News Press: Marv Baciy, Stella Hollowell
Santa Rosa Republican, Press Democrat: Mike Pardi
Seal Beach Post: Phyllis Arrington
Stockton Record: Earl Edmiston
Universal Radio Features Syndicate (Laguna Beach): Tom Danson
Vallejo Times Herald, Evening Chronicle: Marion Devlin
Watsonville Register Pajaronion: Frank Orr, Fred H. Jenkins
Westmoreland Mail: Mr. Powell

•

COLORADO

Colorado Springs Gazette & Telegraph: G. B. Sampson
Denver Monitor: Carter Kaanta, Stephen Russell, Mrs. Saata
Denver Post: Betty Craig, Jim Carberry
Ft. Collins Express Courier: Edith M. Bjornstad
Pueblo Chieftain, Star Journal: Frank Hoag
Rocky Mountain News (Denver): Doris Slocum, Nancy Fellers, Rosemary Weber

•

CONNECTICUT

Bridgeport Post & Telegram: Rocky Clark
Bridgeport Sunday Herald: Leo Miller
Bristol Press: Clarkson S. Barnes
Danbury News-Times: Frank P. Rollins
Greenwich Time: Ted Yudain
Hartford Courant: Roberta Sullivan
Hartford Times: Harold Waldo
Manchester Herald: Thomas S. Ferguson
Meriden Journal: Walter Allen
Meriden Record: Thomas H. Warnock
Middletown Press: Fred N. Smith
Naugatuck News: E. J. Ahern
New Britain Herald: Charles Sikora
New Haven Journal-Courier: Arthur J. Sloane
New Haven Register: Roger A. Connolly
New London Day: George E. Clapp
Norwalk Hour: Sidney A. Bedient
Post Publishing Co. (Bridgeport): R. Clark
South Norwalk Sentinel: Cecil Bridge
Stamford Advocate: Martin T. Kane, Leonard S. Massell
Stamford Shopper: Harry Rosenbaum
Stonington Mirror: Mr. Anderson
The Sub (Groton): Roy Perry
Torrington Register: J. H. Thompson
Waterbury American: E. Christy Erk
Waterbury Democrat: W. J. Farrington, Cornelius Maloney
Waterbury Republican: E. Christy Enk, R. J. Fanning
Willimantic Chronicle: R. W. Downer
Winsted Citizen: T. A. Haggerty

•

WASHINGTON, D. C.

Washington Daily News: Frances Kemble
Washington Post: Marjorie Kelly
Washington Star: John Stepp
Washington Times-Herald: Dwight Martin, George Titus

•

FLORIDA

Bradenton Herald: Ed Bentley
Gainesville Daily Sun: Charles L. Bozorth
Lakeland Ledger: J. D. Simms
Miami Daily News: Roy Sullivan
Miami Herald: Marion Atchison, Betty Bellig
Ocala Star-Banner: Bert Dosh
Orlando Evening Reporter Star: Robert Haskell, Rosalind Boggs
Orlando Morning Sentinel: Rosalind Boggs
Orlando Times: Wm. Glenn
Panama City News-Herald: Toni Veverka
Pensacola News & Journal: Carolyn Howard, Frank Pericola
St. Augustine Herald: Harvey Lopez
St. Petersburg Independent: Bill Dunlap
St. Petersburg Times: Sylvia Norman, Al Lino
Sanford Herald: Nina Dean
Sarasota Herald Tribune: EdCartledge
Sun-Tropics: Harry Sullivan
Tampa Daily Times: Mrs. J. Howell

•

GEORGIA

Albany Herald: John Herring, Jane Kenney
Albany Journal: Ben Wills, Ernest Rogers
Atlanta Constitution: Paul Jones
Atlanta Journal: Ernie Rogers
Augusta Chronicle: George Kiser
Augusta Herald: Sam Moss
Blackshear Times: Kirk Sutlive
Cordel Dispatch: Peyton Bishop
Dalton Citizen: Jennings Whitemer
Gainsville Eagle: Carolyn Ramsey
Gainesville News: Virginia Brown
La Grange News: Hal David
Macon Telegraph, News: Mrs. McDonald
Savannah Evening Press: John Sutlive
Savannah Morning News: Percy Miller
Toccoa Record: Robert Graves
Waycross Journal-Herald: Jack Williams, Jr.

World Authority on Music
Since 1880

Musical Courier

ILLUSTRATED
REVIEW OF THE
WORLD'S MUSIC

For 64 history-making years, the Musical Courier has reflected in text and picture the color, art, and glory of the world's opera houses and concert halls.

Today the Musical Courier, ever apace with the times, extends its editorial coverage to the broadcasting studios, in recognition of the cultural contribution of radio music.

As always, the Musical Courier remains a lively, vital exponent in all fields of music; opera, concert, symphony, ballet, recordings, radio, motion pictures.

Published on the 5th and 20th of the month; 20c a copy; $3.00 a year (20 issues). Canada $4.00, Foreign $4.50. Subscription includes all special issues.

119 West 57th Street New York 19, N. Y.

IDAHO

Idaho Daily Statesman, Idaho Evening Statesman (Boise): **Jas Brown**
Coeur d'Alene Press: **Louise N. Shadduck**
Kellogg Daily Reminder: **F. Blackwell**
Lewiston Morning Tribune: **Claude Baskett**
Lewiston Shopping News: **Howard Wallace**
Moscow News-Review Publishing Co.: **Louis A. Boas**
Mullen News: **Hall Saupe**
Wallace Miner: **Tom McCabe**
Wallace Press Times: **Wes Leib**

•

ILLINOIS

Alton Evening Telegraph: **P. B. Dousley, A. R. Schmidt**
Belleville Daily Advocate: **Harry Le Mertha**
Belleville News Democrat: **Joe Adam**
Champaign News-Gazette: **Harold Holmes**
Chicago Dailv News: **Bob Himley**
Chicago Herald-American: **Harry Munzel**
Chicago Sun: **Betty Burns**
Chicago Times: **Don Foster, Bill Irwin**
Chicago Tribune: **Larry Wolters**
Davenport Dailv Times: **Roberta Reed**
Davenport Democrat: **Ina Wickham**
Decatur Daily Review and Herald: **Jean Parker**
East St. Louis Journal: **Mrs. McMurchy**
Freeport Journal-Standard: **Grace Leone Barnett**
Harrisburg Daily Register: **Alta Given**
Illinois State Journal: **Harry Moody**
Illinois State Register: **Robert Stubbs**
Jacksonville Courier-Journal: **Erland Erickson**
Marion Daily Republican: **Homer Butler**
Molins Dispatch: **Gleanna Roberts, Sophie Condos**
Peoria Journal Transcript: **R. M. Shephardson**
Peoria Star: **Bill Oakley**
Rockford Labor News: **Casper Brady**
Rockford Register-Republic, Morning Star: **Wm. R. Traum**
Rock Island Argus: **Frank F. Telleen**
Urbana Courier: **Robert Sink**
Urbana Illini: **K. E. Herron**

•

INDIANA

Anderson Herald: **Wm. Lover**
Anderson Bulletin: **Bryan Luiso**
Bryan Democrat: **Case Culles**
Elkhart Truth: **Dan Albrecht**
Ft. Wayne Journal Gazette: **Mrs. Marion L. Fitzgerald**
Ft. Wayne News-Sentinel: **Cliff Ward**
Goshen News-Democrat: **Herb Swartz**
Hammond Times: **Paul Damai**
Indianapolis News: **Herbert Kenney, Jr.**
Indianapolis Star: **Cleo Kern**
Indianapolis Times: **Dan Gordon**
Lafayette Leader: **Viola Craig**
Muncie Star: **Jack Faris**
Saturday Spectator (Terre Haute): **N. C. Williams**
Vincennes Sun-Commercial: **Ross Garrigus**

•

IOWA

Ames Tribune Times: **William Rupe**
Burlington Hawkeye Gazette: **Edna Gibson, Janet Distelhorst**
Cedar Rapids Gazette: **Nadine Subotnik**
Council Bluffs Non-Pareil: **Judy Hatterman**
Daily Iowan (Iowa City): **Loren Dickerson**
Davenport Daily Times: **M. W. Reed**
Davenport Democrat: **Ina B. Wickam**
Decorah Journal: **Karlton Rosholt**
Decorah Public Opinion: **Dale Ahern**
Des Moines Register & Tribune: **Mary Little**
Dubuque Telegraph-Herald: **Harry Slichter, M. Whelan**
Iowa Daily Student (Ames): **Mary Logan**
Moline Dispatch: **Sophia Kondos**
Newton Daily News: **E. J. Van Nostrand**
Oelwein Daily Register: **Lew Warren**
Ottumwa Courier: **Jeanette B. Stein**
Rock Is. Argus: **M. E. Emery**
Shenandoah Evening Sentinel: **R. K. Tindall**
Sioux City Journal: **Willis Forbes**
Waterloo Courier: **Joyce Mascik**

•

KANSAS

Dodge City Globe: **A. R. Buckingham**
Kansas City Kansan: **Bill Griffith**
Topeka Daily Capital: **Charles Hill**
Topeka State Journal: **Frances Shirley**
Wichita Beacon: **Sid Coleman**
Wichita Eagle: **M. Kieffer**

•

KENTUCKY

Courier Journal: **Joe Creason**
Henderson Journal: **Arthur Kasey**
Louisville Times: **James Sheehy**
Owensboro Inquirer: **Ida Cockriel**
Owensboro Messenger: **Clyde Watson**
Paducah Sun Democrat: **Joe Lagore**
Tribune: **James Montgomery**

•

LOUISIANA

Alexandria Daily Town Talk: **Hunter Jarreau**
New Orleans Item: **Clarence Daigle**
Shreveport Journal: **Doug Attaway, Jr.**
Shreveport Times: **C. W. Doebler**



The recognized authority in the music field

Published on the 1st & 15th every month

$4.00 A YEAR

DOWN BEAT PUBLISHING CO.

203 N. Wabash Avenue

Chicago 1, Ill.

Write for advertising rates

Times-Picayune-States (New Orleans): **Marcia Mateu**
Variety (New Orleans): **Ted Liuzza**

•

MAINE

Le Messager (Lewiston): **Miss Landry, Val Couture**
Lewiston Sun-Journal: **Miss Sprague**

•

MARYLAND

Baltimore Evening Sun: **Geraldine Mehner**
Baltimore Morning Sun: **Edward T. Mitchell**
Baltimore News-Post, Sunday American: **J. Hammond Brown**
Baltimore Sunday Sun: **Flora Murray, Alexander Rose**
Baltimore-Where To Go: **Frances McCutcheon**
Hagerstown Independent: **Mr. Douglas**
Salisbury Advertiser: **S. King White**
Salisbury Times: **Oscar L. Morris**
Silver Spring Post: **Charles Kopeland**

•

MASSACHUSETTS

Attleboro Sun: **C. B. Hovey, Mary E. Cain**
Barnstable Patriot (Hyannis): **P. F. Williams**
Berkshire Evening Eagle (Pittsfield): **K. R. Fall**
Boston American: **Joseph Anderson**
Boston Globe: **Elizabeth L. Sullivan**
Boston Herald, Traveler: **Alice Quinlan**
Boston Post: **Howard Fitzpatrick**
Boston Record: **Edward Holland, Joseph Anderson**
Christian Science Monitor (Boston): **Albert D. Hughes**
Daily Hampshire Gazette (Northampton): **A. J. Fredericks**
Fitchburg Sentinel: **Sumner Keane**
Harwich Independent: **Harry Albro**
Haverhill Gazette: **John T. Russ**
Herald-News (Fall River): **A. A. Marteau, Ed Delaney**
Holyoke Transcript-Telegram: **Wm. Dwight**
Lawrence Bee: **John McAuliffe**
Lawrence Daily Eagle, Evening Tribune: **Fred Sullivan**
Lowell Sun: **Elizabeth Sullivan**
New Bedford Standard-Times: **William Clough**
North Attleboro Chronicle: **Charles Martin**
Springfield Republican & News: **Elaine Penn, Louise Mace**
Springfield Union: **Henry P. Lewis, Mrs. Violet Tiffany**
Worcester Telegram, Evening Gazette, Sunday Telegram: **Frederick L. Rushton, Paul Larkin**

MICHIGAN

Bay City Times: **Margaret Carroll**
Daily Tribune: **Lynn Miller**
Detroit Free Press: **Stephanie Putt**
Detroit News: **Herschel Hart**
Detroit Nitelife: **J. R. Biggs**
Detroit Times: **Jack Koehler, Jack Lewin**
Evening News (Sault Ste. Marie): **John Zabelka**
Grand Rapids Herald: **Jeanne Fraze**
Grand Rapids Press: **Evelyn Husen**
Ironwood Times: **H. O. Sonneyson**
Michigan State News (East Lansing): **Sheldon Moyer**
Muskegon Chronicle: **Paul Elliott**
Pontiac Daily Press: **Maxine Mason**
Royal Oak Daily Tribune: **L. Miller**
Saginaw News: **Frank Schmidt**
State Journal (Lansing): **Joe Parks**
Traverse City Record Eagle: **Jay Smith**

•

MINNESOTA

Duluth Herald & News Tribune: **Nathan Cohen, Ray Sicard**
Hibbing Tribune: **George M. Fisher**
Mankato Free Press: **Andy Bowe**
Minneapolis Star Journal Tribune: **Florence Murphy, Sam Kaufman, C. Adams**
Minneapolis Times: **Norma Atwood, Carl Carlson**
Northfield Independent: **A. A. Rowberg**
Northfield News: **Nellie Phillips**
Radio Shopper (Moorhead): **Mr. Eastman**
Range Facts (Virginia): **Jack Bone**
Rochester Post Bulletin: **G. S. Witterstine**
St. Cloud Daily Times: **Harold Schoelkopf**
St. Paul Dispatch-Pioneer Press: **Paul Light, Oakes Miller, E. Kogel**
St. Paul Sunday Pioneer Press: **Richard Gilfillan**
Superior Evening Telegram: **Seegar Swanson**
Winona Republican Herald: **W. Morgan**

•

MISSISSIPPI

Birmingham News: **Turner Jordon**
Bolivar Commercial (Cleveland): **Clifton Langford**
Columbus Commercial Dispatch: **Roger Bryant**
Delta Democrat Times (Greenville): **Edwin Vincent**
Jackson Advertiser: **Elsie Holmes**

•

MISSOURI

Columbia Missourian: **E. A. Sodestrom**
Hannibal Courier Post: **Stanley Raymond**
Joplin Globe: **Philip Coldren**
Joplin News Herald: **Don Walker**
Kansas City Call: **Rube Benson**
Kansas City Star: **Bob Hayland, Dean Fitzer**
St. Joseph Journal: **C. E. Lemon**
St. Joseph News Press: **A. V. Burrowes**

St. Louis Globe Democrat: **Harry Le Mertha**
St. Louis Post Dispatch: **Audrey Driscoll, Jim Spencer**
St. Louis Star Times: **Vera Carle, Miss Mealer**
Springfield Leader & Press: **James Billings**

MONTANA

Bozeman Courier: **John Lyman**
Missoula County Times: **C. J. Doherty**
Western News (Hamilton): **Niles Romney, Jr.**

NEBRASKA

Combined Sunday Journal & Star (Lincoln): **Winn Nelson**
Dundee News (Omaha): **Miles Greenleaf**
Freemont Guide & Tribune: **Ralph Partridge**
Kearney Daily Hub: **Dwight King**
Lincoln Journal Star: **Winn Nelson**
Norfolk Daily News: **Art Thomas, Joann Emerson**
North Omaha Booster: **R. B. Hasselquist**
Omaha World Herald: **Jake Rachman**
Omaha Jewish Press: **Harry Bendelson**
South Omaha Sun: **Miles Greenleaf**

NEVADA

Las Vegas Age: **C. P. Squires**
Las Vegas Tribune: **M. Wilkenson**

NEW HAMPSHIRE

Laconia Evening Citizen: **Ebba Jansen**
Manchester Union-Leader: **Robert M. Blood**

NEW JERSEY

Asbury Park Press: **H. Canning**
Atlantic City Press-Union: **Claire McGinnis**
Camden Courier: **Florence Sikorski**
Fort Monmouth Message (Signal Corps): **Sgt. Tom de Huff**
Long Branch Daily Record: **Houston Brown, Marion Tophan**
Newark Evening News: **T. Brown, Joe Storch**
Newark Sunday Call: **Neal Cocchia**

NEW MEXICO

Albuquerque Journal: **Wini Reiter, H. P. Pickrell**
Albuquerque Tribune: **Mary Starrett**
Duke City News (Albuquerque): **W. T. Harris**
Eddy County News (Carlsbad): **Marcus Griffin**
Las Vegas Daily Optic: **Walter Vivian**
Radio Waves (Santa Fe): **J. F. Pichler**

NEW YORK

Associated Press (New York): **Charles Butterfield**
Batavia News: **J. E. Brown**
Billboard (New York): **Lou Frankel**
Binghamton Press: **Fred Stein**
Binghamton Sun: **Jennie Mallette**
Brooklyn Eagle (New York): **William Juengst**
Bronx Home News (New York): **James Niklad**
Buffalo Courier Express: **Don Tranter**
Buffalo Evening News: **Helen King**
Endicott Daily Bulletin: **J. S. Remaly**
Groten Journal: **L. H. Jacobs**
Jamestown Post-Journal: **William Price**
Kingston County News: **I. V. D. Warren**
Kingston Freeman: **R. O. Gruver**
Kingston Leader: **N. G. Markson**
Look (New York): **Isabella T. Miller**
Malverne Herald: **Sally Lambert**
Middletown Star Eagle: **Leigh Hawley**
Middletown Times-Herald: **Ray Dulye**
Musical Courier (New York): **Leonard Liebling**
Newburgh News: **Doug Clark**
Newsweek Magazine (New York): **Niles W. von Wettberg**
New York Daily Mirror: **Nick Kenny**
New York Daily News: **Ben Gross**
New York Herald Tribune: **Zaza O'Hara**
New York Journal-American: **Don Short**
New York Post: **Al Curick**
New York Sun: **Madeline Moshier**
New York Times: **John Hutchens, Jack Gould, Tom Kennedy**
New York World Telegram: **Harriet Van Horne**
Niagara Falls Gazette: **Bill Boles**
Olean Times Herald: **John Morton**
People's Voice (New York): **Joe Bostic**
Plattsburgh Press-Republican: **William Lynch**
PM (New York): **Judy Dupuy**
Ithaca Post Standard: **Gert Grover**
Ithaca Journal News: **Wm. Waters**
Radio-Craft (New York): **Karl E. Schubel**
Rochester Daily Record: **E. Willis Straton, Jr.**
Rochester Times Union, Democrat & Chronicle: **Don Yerger, Clinton Manning, W. Yerger**
Rosendale News: **R. C. O'Brien**
Saugerties Post: **J. W. Frankel**
Schenectady Gazette: **John Hume**
Schenectady Union Star: **Al Dorn**
Syracuse Herald: **Robert Arnold**
Syracuse Post-Standard: **Irene Stickler, Jack Baker**
Syracuse Press: **Wallace M. Hughes**
Syracuse Shopping News: **Don Rich**
Utica Observer-Dispatch: **Raymond Pryde**

Variety: **Geo. Rosen**
Watertown Daily Times: **Dominic Pepp**
Waverly Sun News: **Hart Seeley**
West County Publishers (Syracuse): **Mrs. All**

•

NORTH CAROLINA

Beaufort County Record (Washington): **J. C. Johnston**
Burlington Times-News: **Harold White**
Charlotte News: **Maria Moss**
Charlotte Observer: **Frances Searles**
Durham Morning Herald: **Fred Haney**
Durham Sun: **Wyatt Dixon**
Gastonia Daily Gazette: **J. W. Atkins**
Goldsboro Record: **Jos. E. Brown**
Greensboro News-Record: **J. F. Reynolds**
Greenville Daily Reflector: **Dave Whichard**
Greenville News Leader: **Dave Mosier**
Hickory Daily Record: **Mrs. Mary Willis**
New Bern Times: **H. I. Crumpler**
News & Views (Jacksonville): **Billy Arthur**
Raleigh News & Observer: **A. J. McKevlin**
Raleigh Times: **I. M. Cheek**
Twin City Daily Times (Morehead): **H. B. Utley**
Washington Daily News: **C. F. Thompson**
Wilmington Post, Hollyridge Barrage: **R. G. Carroll**
Wilmington Star, News: **R. M. Dixon**
Wilson Daily Times: **John G. Thomas**
Winston-Salem Journal: **Mary Garber**

•

NORTH DAKOTA

Bismarck Capital: **Gaylord Conrad**
Bismarck Tribune: **Wm. Moeller**
Fargo Forum: **Sid Hooper**
Jamestown Daily Reminder: **Fred Orr**
Jamestown Sun: **Arnold Chamberlain, Mrs. Cooke**
Moorhead Radio Shopper: **E. Eastman**
North Dakota Union Farmer (Jamestown): **Harold Knight**
Stutsman Co. Record (Jamestown): **Eva Plunkett**
Valley City Times Record: **Phil Mark**

•

OHIO

Akron Beacon Journal: **Dorothy Doran**
Ashtabula Star Beacon: **Harold Jerabek**
Bucyrus Telegraph Forum: **Rowland Peters**
Canton Repository: **Jack Maxwell**
Cincinnati Enquirer: **Bob Bentley**
Cincinnati Post: **Frank Koester, Frank Aston**
Cincinnati Times-Star: **France Raine**
Cleveland Plain Dealer: **Robert Stephan**
Cleveland Press: **Norman Siegal**
Cleveland News: **Elmore Bacon**
Columbus Citizen: **Dorothy Thone, H. J. Kissel**
Columbus Dispatch: **Richard A. Mohr**
Columbus Star: **Joe Mills**
Conneaut News Herald: **Jim Mohan**
Dayton Herald, Journal: **Hargie Heyduck**
Delaware Gazette: **W. D. Thomson**
Findlay Republican Courier: **Margaret Dennison**
Kenton Daily Democrat: **C. D. Flanagan**
Lima News: **Bob Barton**
Marion Star: **Annette Boyd**
Martins Ferry Times: **George Betts**
Marysville Tribune: **J. M. Huber**
Ohio State Journal (Columbus): **Harrold Eckert**
Ohio State Lantern (Columbus): **Peggy Miller**
Painesville Telegraph: **Dave Bollinger**
Portsmouth Times: **Betty Russell**
Prospect Monitor: **Fred Keller Dix**
Springfield News: **Glen Koons**
Springfield Sun: **Betty Allen**
Steubenville Herald Star: **Ed Worstel**
The Canton Repository: **Mrs. Edwin Schoenleb**
Toledo Blade: **Eleanor Moran**
Toledo Times: **Marie Hartough**
Upper Sandusky Daily Chief Union: **L. M. Newcomer**
Youngstown Vindicator: **Virginia T. Kach**
Zanesville News: **Les Smith**
Zanesville Times-Recorder: **Joe Rathbun**

•

OKLAHOMA

Ada Bulletin: **Clifford Smith**
Ada News: **Roy McKeown**
Carter News: **J. B. Miller**
Daily Ardmorite (Ardmore): **Sam Blockburn**
Elk City Journal: **J. B. Miller**
Ellis County Capital (Arnett): **Red Seward**
Enid Daily Eagle: **A. J. Strauss**
Enid Morning News: **J. Allen Thomas**
Lawton Morning Press: **Homer Hedges**
Muskogee Daily Phoenix, Times-Democrat: **Paul A. Bruner**
Oklahoma City Advertiser: **O. L. Crain**
Tulsa Daily World: **John Booker, Lee Earhart, Edward Burke**
Tulsa Tribune: **Lee Earhart, Harmon Phillips**
Washita Valley Enterprise (Corn): **J. E. Heinrich**

•

OREGON

Albany Democrat Herald: **Walter Coover**
Astoria Budget: **Bob Lucas**
Coos Bay Times (Marshfield): **Harrison C. J. Shorbe**
East Oregonian (Pendleton): **Edna Storey**
Eastern Oregon Review (La Grande): **C. V. Shorbe**
Eugene Register Guard: **Horace Burnett**
Lebanon Express: **Robert Hayden**
Oregonian (Portland): **Bill Moyes**
Oregon Journal (Portland): **Larry Gilbertson, Jean Yount, Herbert Adler**

Oregon Statesman (Salem): **Maxine Buren**
Roseburg News-Review: **Charles Stanton**

•

PENNSYLVANIA

Bradford Era: **Ray Sill**
Brownsville Telegraph: **Walt. Catterall**
Connellsville Courier: **James Driscoll**
Dubois Courier-Express Daily: **Les Ryder**
Erie Daily Times: **Charles Wells**
Erie Dispatch Herald: **A. J. White**
Erie Lake Shore Visitor: **Father Franklin**
Homestead Messenger: **Ida Ahlberg**
Johnstown Democrat: **Pat Malloy**
Johnstown Tribune: **Ben Coll**
Lewiston Sentinel: **C. V. Rowland**
Philadelphia Bulletin: **Elmer Cull**
Philadelphia Daily News: **Jerry Gaghan**
Philadelphia Inquirer: **Frank Rosen, D. V. Redding**
Philadelphia Record: **George Lilley, Jeff Keen, Harriet Packer**
Pittsburgh Post Gazette: **Hal Cohen, Flo Merchant**
Pittsburgh Press: **Sy Steinhauser**
Pittsburgh Sun-Telegraph: **Jane Shaughnessy**
Scrantonian (Scranton): **Alex Thompson**
Scranton Times: **Thomas Murphy, A. J. O'Malley**
Scranton Tribune: **B. B. Powell**
Sharon Herald: **Rosalie Williams, Kenneth Mills**
Sunbury Daily Item: **Homer Smith**
Uniontown Standard: **George Gray**
Uniontown Herald: **Joe Dixon**
Wilkes-Barre Sunday Independent: **J. Heffernan, Paul J. Walter**
Wilkes-Barre Times Leader: **Hal Smith**

•

RHODE ISLAND

Attleboro Sun: **Ethel McDonald**
Newport Daily News: **H. S. Van Brocklyn**
Pawtucket Times: **Sylvester Sprague**
Providence Journal & Bulletin: **Ben Kaplan**
Woonsocket Call: **Fred Roland**

•

SOUTH CAROLINA

Anderson Independent: **G. Paul Browne**
Charleston Evening Post: **Manning J. Rubin**
Charleston News & Courier: **Fred Minshall**
Columbia Record: **Brim Rykard**
Greenville News, Piedmont: **Bill Gaines, E. N. Smith, Bob Waldrep**
The Observer (Greenville): **D. W. Hiott**
The State (Columbia): **Murray D. Bennoit**

SOUTH DAKOTA

Belle Fourche Post: **Lawrence Weyler**
Rapid City Daily Journal: **Clyde Donaldson, Redford Dibble**
Sioux Falls Daily Argus Leader: **Ted Ramsay, Wilmer Simmons**
Vermillion Plain Talk: **Russ Bauer**
Yankton Press & Dakotan: **Fred Monfore**

•

TENNESSEE

Bristol Herald Courier: **Marjorie Freels**
Chattanooga News Free Press: **Ralph Sanders**
Chattanooga Times: **Sarah Radin**
Jackson Sun: **R. P. Mahon, Jr.**
Johnson City Press-Chronicle: **Carl Jones, Jr.**
Johnson City Times: **James Quillen**
Kingsport Times: **Eilene Crawford**
Knoxville Journal: **Juanita Glenn**
Knoxville News-Sentinel: **Bill Clebsch**
Leaf Chronicle (Clarkesville): **Stanley Gower**
Memphis Commercial Appeal: **Lillard McGee**
Memphis Press-Scimitar: **Lee Johnson**
Nashville Banner: **Milton Randolph**
Nashville Tennessean: **Herb Bailey**

•

TEXAS

Abilene Reporter News: **Prexy Anderson, W. H. Bedicheck**
Amarillo News and Globe: **Wes Izzard**
Amarillo Times: **S. B. Whittenburg**
Austin American: **Bill Weege, Ruth Lewis**
Austin Statesman: **Gordon Fulcher**
Austin Tribune: **Ray Brown, Stanley Gunn**
College City Battalion: **Sy Boone**
Beaumont Enterprise: **Don Streeter**
Beaumont Journal: **Gladys Quilliam**
Big Spring Herald: **Robert Whipkey**
Brownsville Herald: **Jack Rutledge**
Daily Brownwood Bulletin: **Curtiss Petrey**
Daily Texan (Austin): **Ellen Gibson**
Dallas News: **John Rosenfield, P. Alexander**
Dallas Times Herald: **Douglas Hawley**
El Paso Herald-Post: **Ed Pooley**
El Paso Times: **Ray Stover, Mrs. Clara Webster**
Fort Worth Press: **Ann O'Fiel**
Fort Worth Star Telegram: **Phil Edwards, Stan Gunn**
Galveston News, Tribune: **Silas Ragsdale**
Houston Chronicle: **Mildred Stockard**
Houston Post: **Dorothy Meitzen**
Houston Press: **Anthony Triolo**
Longview News: **Ellie Hopkins**
McAllan Monitor: **Cy Cassidy**

Pampa News: Tex DeWeese
Paris News: W. N. Furey
Port Arthur News: Grace Foote
San Antonio Evening News: A. W. Walliser
San Antonio Express: C. E. Good, Mr. Grant
San Antonio Light: Sam Woolford
Santa Rosa Signal: Tom Phillips
South Texas Citizen (Laredo): E. G. Clingenpeel
Sweetwater Press: Rita Weaver
Temple Telegram: W. R. Humphrey
Valley Morning Star (Harlingen): John L. Stone
Victoria Advocate: S. Stahalia
Wichita Falls Daily Times: W. L. Underwood, Louis T. Hamlett
Wichita Falls Record News: H. R. Hamlette

UTAH

Cedar City Record: Morgan Rullo
Deseret News (Salt Lake City): Mark Peterson
Ogden Standard Examiner: Dorothy Porter
Salt Lake Sity Tribune, Telegram: Ace Campbell

VERMONT

Burlington Daily News: Charles Weaver
St. Albans Daily Messenger: Walter Murtagh

VIRGINIA

Lynchburg Daily Advance: Dave Wright
Lynchburg News: Mrs. Johnson
Martinsville Daily Bulletin: Kay Thompson
Newport News Daily Press: Fred J. Naff, Lewis T. Jester
Newport News Times-Herald: William H. Harrison
Norfolk Ledger Dispatch: Charles Hoofnagle, Louise Britt
Norfolk Pilot: W. Twyford
Petersburg Progress-Index: Curtis Lyons
Portsmouth Star: W. T. Brown
Richmond News Leader: John Stratton
Richmond Times Dispatch: C. Rowe
Roanoke Leader: A. R. Powers
Roanoke Times: C. N. Snead, W. A. Atkinson
Roanoke World News: C. B. Thornton, A. G. Smith
Suffolk News Herald: Lyrus Barrett, Ann Brunk
Virginian Pilot (Norfolk): Warner Twiford, Daisy Nurney

WASHINGTON

Aberdeen World: Prim Foelkner, Harold Weatherby
Associated Country Newspapers (Spokane): Mrs. Margaret Porter, H. L. Thorson
Bremerton News Searchlight: Bonny Olsen
Clark County Sun (Vancouver): Marion Sexton
Everett Daily Herald: Abe Glassberg
Grays Harbor Post (Aberdeen): Kearney Clark
Grays Harbor Washingtonian (Hoquiam): Doris West
Metropolitan Record (Spokane): Leo Secord
Olympian (Olympia): Marsh Hunt
Olympian News: Fern Nye
Pullman Herald: T. S. Goodyear, Paul Stoffel, Jr.
Seattle Post-Intelligencer: Paul Tieche, Rosalie La Veau
Seattle Star: Edwarda McCarty
Seattle Times: Betty Cornelius, Richard Hayes
Shelton Journal: Grant Angle
Spokane Chronicle: Wafford Conrad
Spokesman-Riview (Spokane): A. Libby, Byron Johnsrud
Walla Walla Union-Bulletin: Sherman Mitchell

WEST VIRGINIA

Brooke News (Brooke County): Richard Jennings
Charleston Daily Mail: Sol Padlibsky
Charleston Gazette: Edith Graham, Frank Knight
Clarksburg News: H. G. Rhawn
Dominion News (Morgantown): Wm. Hart
Fairmont Times: Martha Donehew
Huntington Advertiser: C. B. Enslow, Jim Wallen
Huntington Herald Dispatch: Gene Brown
Morgantown Post: Brooks Cottle
Moundsville Echo: Sam Shaw
Weirton Times: C. J. Denny
Welch Daily News: Fred Pendelton
Wheeling Intelligencer: Bob Beans
Wheeling News Register: Russell Rafferty

WISCONSIN

Capital Times: Art Lentz
Commonwealth Reporter (Fond du Lac): C. H. Keyser
Deutsche Zeitung (Milw.): Mr. Schnabel
Janesville Gazette: Ann Tenny, Ken Houseman
Marshfield News-Herald: Ed Heller
Milwaukee Journal: Richard Bellamy
Milwaukee Sentinel: Buck Herzog, Roy Wiker
Racine Journal-Times: Verne Hoffman
Stevens Point Daily Journal: James W. Hull, Francis Strand
Superior Evening Telegram: Seegar Swanson
Wausau Record-Herald: Mary Byers
Wisconsin Rapids Tribune: Lorena Paap

Wisconsin State Journal (Madison): **William Doudna**

WYOMING

Sheridan Press: **Ralph Meyers**
Wyoming Eagle (Cheyenne): **Al McCollough**
Wyoming State Tribune (Cheyenne): **Lewis Bates**

ALASKA

Juneau Daily Empire: **Bill Carter**
Fairbanks News Miner: **Arthur Bremer**
Jessen's Weekly (Fairbanks): **F. F. Jessen**

TERRITORY OF HAWAII

Filipino News (Lihue, Kauai): **Abraham A. Albayalde**
Garden Island News (Lihue, Kauai): **Clarice B. Taylor, Charles Fern**
Honolulu Star-Bulletin: **Paul Findeison**
Honolulu Advertiser: **Robert Trumbull**
Hilo Tribune-Herald: **Kenneth Byerly**
Maui News: **Charles Young**

CANADA

ALBERTA

Calgary Herald: **Denny Brown**
Edmonton Bulletin: **Don Killips, Bert Nightingale**
Edmonton Journal: **Don Mac Intyre, Gordon McCallum**
Grande - Prairie Herald - Tribune: **Art Jackson**
Lethbridge Herald: **George Yackulic**
Western Farm Leader (Calgary): **Mrs. N. Smith**

BRITISH COLUMBIA

Ashcroft Journal, Armstrong Advertiser, Kamloops Sentinel, Merritt Herald, Salmon Arm Observer: **Ian Clark**
Nelson News: **Hume Lethbridge**
Rossland Miner: **E. Daily**
Trail Times: **Jack Lunney**
Vancouver Daily Province: **Miss Walls, Margaret Fosness**
Vancouver News-Herald: **Miss Burton, Cromar Bruce**
Vancouver Sun: **L. Price, Ozzie Odlum**
Victoria Daily Colonist: **Bob Willett**

NEW BRUNSWICK

Campbellton Graphic: **Al Anslow**
Campbellton Tribune: **Harold Crockett**
St. John Telegraph-Journal & Evening Times-Globe: **Mrs. C. W. Fewings**

NOVA SCOTIA

Antigonish Casket: **Charles MacGillivray**
Halifax Chronicle: **Bert Robinson, C. F. Fraser**
Halifax Herald: **Bert Wetmore, Robert Rankin**
New Glasgow News: **Don Sutherland**
Sydney Post-Record: **R. D. Duchmein**

ONTARIO

Brockville Recorder & Times: **B. Amond**
Hamilton Spectator: **Mabel Bruce**
Hamilton Review: **Archie MacMillan**
Kingston Belleville Intelligencer: **W. D. Steer**
Kingston Whig Standard: **Miss Brooks**
Le Droit (Ottawa): **Mr. Berriault**
London Free Press: **L. N. Bronson**
Ottawa Citizen: **Mr. Hammerstrom**
Ottawa Journal: **Mr. Taschereau**
Owen Sound Daily Sun Times: **Muriel Ready**
Timmins Daily Press: **Ed Copps, Harrison Flint**
Toronto Daily Star: **Miss E. Quin**
Toronto Evening Telegram: **Charles Holt**
Toronto Globe & Mail: **C. H. Jenkins**

PRINCE EDWARD ISLAND

Charlottetown Patriot: **N. Mathieson**
New Glasgow Evening News: **James Tibbetts**

QUEBEC

La Patrie (Montreal): **R. Carbonneau, D. Kavanaugh**
La Press (Montreal): **J. Morisette, Jean Descheneau**
Le Canada (Montreal): **R. Benoit, Rosaire David**
Le Devoir (Montreal): **Lucien Desbiens**
L'Illustration (Montreal): **Jos. Bourdon**
Le Petit Journal (Montreal): **G. Francoeur, Marcel Toupin**
Le Soleil: **Germaine Bundock**
Montreal Gazette: **Herbert Whittaker, T. Archer**
Montreal Herald: **D. P. Davis**
Montreal Standard: **O. Gannon**
Montreal Star: **George Scott**
St. Maurice Valley Chronicle (Trois Rivieres: **Bob Clark**
Val D'Or Star: **R. Duff**

SASKATCHEWAN

Calgary Herald: **Denny Brown**
Moose Jaw Times-Herald: **Ron Brownridge**
Regina Leader Post: **Gee Johnson, Miss M. Jones**
Saskatchewan Farmer (Regina): **Gaston Johnson, D. Dibney**
Saskatoon Star Phoenix: **Mr. Taylor, Eric Knowles**
Western Spotlight (Moose Jaw): **Lewis Lewry**
Winnipeg Free Press: **Edith McBride**
Winnipeg Tribune: **R. Maley**



RADIO DAILY PRESENTS A NATION WIDE UP-TO-THE-MINUTE ANALYSIS OF THE 1944 RADIO MARKET

THE 1944 MARKET FOR RADIO

By FRANK BURKE
Editor THE RADIO DAILY

RADIO'S most comprehensive analysis of the 1944 market, revealing the shifts in population, where it has increased or decreased and complete statistical data on a Metropolitan county and other county basis is incorporated in the following statistical tables.

New figures as of March 1, 1943 are presented for civilian population, together with the actual increase or decrease in percentage from the 1940 Census. These figures are based upon the registrations for War Ration Book Two and in order to minimize the influence of disturbing factors the registration figures have been adjusted to add to an independent estimate of the civilian population. This adjustment has occassioned a slight reduction in the registration figure for each county.

Most significant is the fact that while the county's civilian population declined 2.4 per cent from the last Census, the 237 Metropolitan Counties showed an actual increase of 2.4 per cent while the remaining 2,800 odd counties lost 7.3 per cent. This is the population flow which has caused the boom cities and areas wherever industry is concentrated.

— Radio Homes —

In column three of the tables, RADIO DAILY presents a county by county estimate of Radio Homes developed from the factors of population shifts, the estimated increase in radio homes—1940-1943, and a special report on the estimated number of families in the United States 1940-1960. RADIO DAILY wishes to acknowledge the helpfulness of Dr. Leon E. Truesdell, Chief, Population Division, Bureau of the Census for his assistance in looking over the method of projection used to develop these figures which bring the number of Radio Homes to a new all time high of 31,289,920.

The need for a new estimate of Radio Homes by counties is most obvious. The great population shifts which the Ration Book registrations reveal run as high as 797.9 per cent in the case of one Nevada county; several other counties run over 100 per cent. Conversly losses in population run 30-40 per cent through many counties. The big gains in population in Metropolitan Counties add substantially to the potential number of Radio Homes which lie right at the door step of the regional or big city distributor.

— Retail Service —

The Retail-Service columns have been retained in the 1944 Annual for the purpose of showing the number of retail outlets and actual sales volume from a Census year. Number of Farms, by counties, has ben added, to give figures on the rural element of the population.

One other noticeable feature of the population percentage is the fact that while non-metropolitan counties as a whole declined 7.3 per cent in civilian population, those counties which contain a city of some size show either a smaller rate of decrease or an actual increase in population. In other words those cities not in the Metropolitan District class of 50,000 population or more, have attracted population on a scale only less in scale than the big areas.

Regionally, only the West has gained in population 1940-1943. Losses were suffered by the Northeast, North Central and the South. States which have gained in population include, Connecticut, Michigan, Delaware, Maryland, Virginia, Florida, Arizona, Utah, Nevada, Washington, Oregon, California and the District of Columbia. The greatest percentage gain in state population was registered by Nevada with 25.7 per cent. The greatest percentage loss in North Dakota with a decline of 15.6 per cent. California shows the greatest actual increase in civilian population with a gain of 603,163 while New York with a loss of 759,644 suffered the greatest loss in population.

— Conclusion —

In previous annuals, RADIO DAILY has presented factors on Population-Urban and Rural and also county breakdowns of the most important clasisfications of Retail Trade, together with similar data for Metropolitan Districts. It must be remembered, however, that the new figures presented this year deal with civilian population only, and do not include the millions now serving in the armed services.

In presenting the new 1944 survey, RADIO DAILY credits Walter P. Burns and Associates, Inc., with doing an excellent and accurate job of research. A corps of statisticians under the direction of William Noble, vice-president of the Burns organization, spent several weeks in Washington acquiring the information for the following RADIO DAILY tables:

ALABAMA

Population 1943* 2,785,147
Radio Homes, 1944 (RADIO DAILY Estimate) 372,350
No. of Farms, 1940 231,746

County	POPULATION 1943*	POPULATION % Change 1940-43	Radio Daily Homes 1944	No. of Farms	RADIO HOMES 1940 Census	RADIO HOMES NAB Projection	RETAIL—SERVICE Stores	RETAIL—SERVICE Sales
Autauga	17,296	—17.5	1,370	2,253	1,408	1,483	189	$1,518
Baldwin	39,037	+20.8	4,850	2,618	3,587	3,699	459	5,167
Barbour	28,311	—13.5	2,140	3,388	2,140	2,231	360	3,264
Bibb	18,734	— 7.1	2,190	1,831	2,077	2,122	253	2,073
Blount	26,961	— 8.6	2,940	4,482	2,767	2,858	336	2,499
Bullock	17,911	— 9.6	960	2,561	932	951	221	1,763
Butler	27,496	—15.3	2,110	3,316	2,248	2,345	349	3,464
Calhoun	70,189	+12.9	10,850	2,707	8,619	8,830	847	11,653
Chambers	39,613	— 6.0	4,810	3,073	4,475	4,629	386	3,367
Cherokee	16,165	—18.9	2,300	2,879	2,478	2,520	306	1,455
Chilton	23,235	—16.9	2,660	3,628	2,778	2,851	361	3,216
Choctaw	17,395	—13.9	980	3,108	992	1,021	292	1,438
Clarke	24,217	—12.4	1,810	3,510	1,805	1,841	417	3,706
Clay	13,818	—18.3	1,360	2,624	1,440	1,498	242	1,511
Cleburne	11,431	—16.1	980	1,869	1,019	1,044	189	1,635
Coffee	30,018	— 6.2	2,830	3,733	2,628	2,718	412	3,037
Colbert	35,909	+ 5.3	5,250	2,267	4,453	4,572	415	5,381
Conecuh	20,550	—19.4	1,350	3,246	1,432	1,480	195	1,954
Coosa	11,461	—14.9	1,010	1,676	1,031	1,057	146	836
Covington	36,390	—14.2	3,930	3,975	3,768	4,088	563	6,578
Crenshaw	20,224	—14.4	1,490	2,814	1,644	1,730	284	2,168
Cullman	42,466	—10.3	5,820	6,877	5,706	5,825	608	6,310
Dale	21,962	— 3.2	2,250	2,438	2,043	2,100	315	1,703
Dallas	51,236	— 7.3	4,180	5,713	3,923	4,056	592	8,996
DeKalb	39,275	— 8.8	5,010	6,526	4,787	4,956	522	3,824
Elmore	30,884	—10.6	3,160	3,561	3,040	3,189	433	3,570
Escambia	28,031	— 8.6	2,500	2,077	2,368	2,479	383	5,294
Etowah	77,541	+ 6.8	13,730	3,444	11,387	11,739	836	15,614
Fayette	17,804	—17.8	2,050	3,037	2,167	2,212	233	2,335
Franklin	25,127	— 8.8	2,720	3,117	2,630	2,690	349	2,622
Geneva	24,908	—14.6	2,250	3,333	2,276	2,370	337	2,851
Greene	15,978	—16.7	620	3,327	646	671	147	1,622
Hale	22,202	—13.0	1,110	3,850	1,107	1,138	174	1,693
Henry	18,385	—16.1	1,470	2,632	1,517	1,568	188	1,766
Houston	42,085	— 7.8	5,300	4,134	4,906	5,200	666	8,175
Jackson	36,195	—13.4	4,050	4,683	3,981	4,172	437	3,517
Jefferson	See Listing—End of State							
Lamar	16,040	—18.6	1,730	3,137	86,706	89,654	5,194	132,388
Lauderdale	46,562	+ 1.1	6,360	4,098	1,859	1,903	248	1,753
Lawrence	24,121	—13.5	2,190	3,489	5,596	5,728	555	7,505
Lee	32,185	—11.7	3,280	2,715	2,225	2,286	226	1,490
Limestone	32,909	— 7.7	3,420	4,767	3,214	3,344	413	5,762
Lowndes	18,867	—16.7	660	3,508	3,239	3,356	396	3,401
Macon	25,592	— 7.5	1,660	3,374	673	707	169	1,390
Madison	69,771	+ 5.2	9,670	5,187	1,553	1,631	410	2,873
Marengo	29,024	—18.8	1,480	5,389	8,228	8,412	735	11,964
Marion	22,681	—21.2	2,550	3,629	1,535	1,626	327	3,249
Marshall	38,942	— 8.1	5,480	5,505	2,800	2,860	254	2,191
Mobile	See Listing—End of State							
Monroe	23,089	—21.6	1,630	3,939	5,265	5,367	618	5,831
Montgomery	See Listing—End of State							
Morgan	46,106	— 4.2	7,630	3,990	20,856	21,526	2,348	41,224
Perry	21,452	—19.4	1,110	3,799	1,746	1,847	277	2,967
Pickens	24,223	—12.5	2,020	3,984	15,221	15,879	1,507	34,555
Pike	27,994	—13.8	2,690	3,198	7,011	7,194	578	8,757
Randolph	21,755	—14.7	2,360	3,524	1,117	1,215	225	2,274
Russell	See Listing—End of State							
St. Clair	24,840	— 9.1	3,110	2,588	2,015	2,078	200	2,322
Shelby	26,155	— 9.7	3,170	2,181	2,700	2,806	440	4,614
Sumter	23,230	—15.0	1,140	3,821	2,410	2,486	330	2,324
Talladega	62,265	+20.1	6,470	3,232	3,007	2,169	427	3,302
Tallapoosa	33,029	— 6.4	4,170	2,981	3,007	3,082	260	3,113
Tuscaloosa	73,285	— 3.6	9,720	4,559	3,083	3,170	259	2,809
Walker	59,686	— 7.0	8,610	3,943	1,128	1,202	183	2,136
Washington	13,667	—15.6	900	1,574	4,471	4,980	511	7,749
Wilcox	23,970	— 8.8	1,040	4,011	3,850	4,005	434	4,857
Winston	16,769	—10.5	1,790	2,317	8,794	9,168	736	14,673
City	**METROPOLITAN DISTRICTS—COUNTIES**							
BIRMINGHAM (Jefferson)	477,446	+ 3.8	102,210	4,455	86,706	89,654	5,194	132,388
MOBILE (Mobile)	232,956	+64.6	37,670	2,233	20,856	21,526	2,348	41,224
MONTGOMERY (Montgomery)	116,962	+ 5.0	18,260	3,772	15,221	15,879	1,507	34,555
TOTAL STATE	2,785,147	— 1.5	372,350	231,746	321,671	332,776	32,917	467,334

Note—Russell County contained in Columbus, Ga., Metropolitan District. Listed Under Ga.

* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by **RADIO DAILY** from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

ARIZONA

Population 1943* 578,756
Radio Homes, 1944 (RADIO DAILY Estimate) 114,330
No. of Farms, 1940 18,468

County	POPULATION 1943*	% Change 1940-43	Radio Daily Homes 1944	No. of Farms	RADIO HOMES 1940 Census	RADIO HOMES NAB Projection	RETAIL—SERVICE Stores	RETAIL—SERVICE Sales
Apache	20,567	—14.6	1,360	3,120	1,372	1,433	154	$2,487
Cochise	34,454	+ 6.2	8,260	1,076	6,893	7,126	560	11,419
Coconino	17,194	— 8.4	2,510	1,509	2,403	2,459	380	7,021
Gila	27,766	+16.3	6,090	595	4,631	4,844	332	6,760
Graham	10,190	—15.9	1,760	676	1,821	1,878	212	3,366
Greenlee	15,075	+73.3	2,920	239	1,567	1,602	133	2,291
Maricopa	See Listing—End of State							
Mohave	7,484	—12.9	1,660	373	1,657	1,713	198	4,347
Navajo	26,813	+ 5.9	3,050	2,448	2,518	2,629	282	5,841
Pima	86,952	+19.4	19,440	932	14,619	15,092	1,167	30,678
Pinal	52,094	+80.6	7,270	1,309	3,695	3,815	463	5,681
Santa Cruz	8,429	—11.1	1,570	174	1,546	1,582	162	3,626
Yavapai	22,572	—14.9	5,380	715	5,473	5,666	546	9,771
Yuma	40,520	+109.7	7,360	670	3,242	3,347	371	6,883
City			**METROPOLITAN DISTRICTS—COUNTIES**					
PHOENIX (Maricopa)	208,646	+12.1	45,700	4,632	36,344	37,208	3,201	72,712
TOTAL STATE	578,756	+16.4	114,330	18,468	87,781	90,394	8,061	$172,883

* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by **RADIO DAILY** from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

ARKANSAS

Population 1943* 1,816,806
Radio Homes, 1944 (RADIO DAILY Estimate) 261,950
No. of Farms, 1940 216,674

County	POPULATION 1943*	% Change 1940-43	Radio Daily Homes 1944	No. of Farms	RADIO HOMES 1940 Census	RADIO HOMES NAB Projection	RETAIL—SERVICE Stores	RETAIL—SERVICE Sales
Arkansas	22,913	— 6.2	3,700	2,324	3,450	3,556	362	$5,200
Ashley	25,337	— 5.4	2,900	3,127	2,697	2,762	276	3,570
Baxter	10,702	+ 4.1	1,290	1,420	1,113	1,140	167	913
Benton	30,701	—15.1	5,700	5,570	5,845	5,997	637	5,430
Boone	13,956	—12.0	2,540	2,192	2,507	2,591	276	3,167
Bradley	15,175	—16.1	2,130	1,440	2,163	2,263	226	2,979
Calhoun	7,965	—17.3	840	1,142	875	907	79	587
Carroll	11,858	—19.5	2,150	2,452	2,308	2,384	295	1,692
Chicot	27,057	— 1.4	2,420	4,154	2,138	2,223	313	3,215
Clark	21,709	—11.0	3,080	2,536	2,883	3,111	362	3,690
Clay	26,940	— 5.1	4,240	3,307	3,961	4,041	426	2,687
Cleburne	11,369	—13.4	1,530	2,181	1,538	1,580	171	1,030
Cleveland	10,369	—17.5	1,010	1,748	1,158	1,193	114	798
Columbia	26,179	—12.2	3,300	3,700	3,160	3,363	316	4,486
Conway	18,767	—12.9	2,300	2,468	2,318	2,364	310	2,569
Craighead	43,377	— 8.1	7,850	4,541	7,463	7,695	690	8,107
Crawford	23,162	— 3.2	3,450	2,196	3,138	3,225	307	2,633
Crittenden	41,596	— 2.1	3,610	6,475	3,226	3,345	485	6,011
Cross	24,076	— 7.6	2,660	3,836	2,526	2,603	345	2,910
Dallas	12,075	—16.6	1,360	1,373	1,415	1,461	211	2,512
Desha	34,387	+26.6	3,110	4,050	2,191	2,261	286	3,197
Drew	21,584	+ 8.8	2,040	2,685	1,631	1,713	226	2,479
Faulkner	23,322	— 9.9	3,650	3,347	3,580	3,652	355	3,503
Franklin	12,290	—21.6	1,850	2,142	2,017	2,106	216	1,486
Fulton	8,130	—20.7	1,010	1,939	1,104	1,122	131	517
Garland	40,040	— 1.4	8,250	1,573	7,325	7,562	898	13,126
Grant	9,722	— 7.2	1,350	1,246	1,231	1,308	104	1,009
Greene	26,080	—13.7	4,550	3,676	4,570	4,733	387	3,758
Hempstead	28,149	—14.1	3,360	4,048	3,426	3,502	340	4,844
Hot Spring	18,131	— 4.1	2,590	2,054	2,352	2,444	276	2,181
Howard	13,768	—17.2	1,840	2,094	1,915	1,984	263	2,437
Independence	22,052	—14.0	3,440	3,412	3,463	3,584	298	3,517
Izard	10,694	—16.7	1,320	2,571	1,407	1,418	170	664
Jackson	24,766	— 6.3	3,200	2,861	3,029	3,080	356	3,824
Jefferson	72,497	+11.4	8,970	6,484	7,250	7,412	1,014	14,075
Johnson	15,034	—20.0	2,290	2,347	2,465	2,541	235	2,039
Lafayette	14,964	—11.2	1,540	2,178	1,493	1,554	240	2,051
Lawrence	20,630	— 8.9	3,100	2,757	3,010	3,069	297	2,542
Lee	24,437	— 8.9	2,040	4,280	1,962	2,024	239	2,927
Lincoln	17,644	—10.5	1,250	3,575	1,212	1,263	164	1,171
Little River	13,101	—17.8	1,340	1,960	1,422	1,458	174	1,765
Logan	22,181	—14.6	3,270	2,792	3,360	3,441	324	2,840
Lonoke	33,368	+12.0	4,480	4,424	3,582	3,666	405	4,150
Madison	11,143	—23.3	1,180	2,892	1,308	1,348	206	643
					1,039	1,063	123	406

County	POPULATION 1943*	% Change 1940-43	Radio Daily Homes 1944	No. of Farms	RADIO HOMES 1940 Census	RADIO HOMES NAB Projection	RETAIL—SERVICE Stores	RETAIL—SERVICE Sales
Marion	7,376	—22.1	930	1,537	4,221	4,333	404	7,376
Miller	31,483	— 1.2	4,720	2,716	9,696	10,021	1,016	16,594
Mississippi	77,836	— 3.0	10,720	7,866	2,005	2,030	210	2,431
Monroe	18,825	—10.9	2,010	2,633	950	975	117	611
Montgomery	6,885	—22.4	860	1,341	2,181	2,256	231	2,344
Nevada	16,451	—17.2	2,100	2,492	809	820	144	352
Newton	8,480	—22.1	720	1,926	3,577	3,722	377	5,261
Ouachita	28,910	— 7.2	3,830	1,952	729	754	113	423
Perry	6,698	—20.2	680	1,011	4,026	4,171	479	7,531
Phillips	41,574	— 9.6	4,170	5,774	1,312	1,372	204	1,104
Pike	10,030	—14.9	1,300	1,425	4,415	4,460	432	4,834
Poinsett	33,032	—12.3	4,370	4,136	1,839	1,885	273	2,463
Polk	13,571	—14.3	1,810	1,975	3,164	3,307	334	3,582
Pope	20,539	—20.0	2,980	2,677	1,815	1,860	201	1,245
Prairie	11,602	—24.2	1,600	2,063	See Listing—End of State			
Pulaski	See Listing—End of State				2,130	2,210	251	1,753
Randolph	15,179	—17.1	2,060	2,469	2,839	2,922	410	4,828
St. Francis	33,294	— 7.6	2,980	5,456	2,493	2,539	216	2,151
Saline	18,504	— 3.4	2,710	2,025	1,708	1,757	186	1,468
Scott	11,582	—12.9	1,700	1,546	1,051	1,070	151	647
Searcy	10,196	—14.6	1,020	1,957	12,119	12,301	1,001	18,361
Sebastian	61,718	— 1.7	13,290	2,407	1,844	1,877	197	1,621
Sevier	12,561	—17.6	1,730	1,648	1,304	1,339	167	628
Sharp	10,107	—12.1	1,310	1,987	748	768	83	439
Stone	7,275	—15.4	730	1,602	7,498	7,826	861	13,363
Union	50,054	— 0.8	8,530	2,815	1,284	1,306	158	571
Van Buren	9,856	—21.3	1,160	2,028	6,535	6,666	624	8,644
Washington	36,739	—10.6	6,600	5,213	5,102	5,177	514	4,624
White	34,571	— 7.0	5,020	4,760	2,305	2,410	277	2,620
Woodruff	19,452	—12.1	2,360	2,747	2,610	2,687	314	2,056
Yell	15,855	—24.4	2,310	2,440				
City	**METROPOLITAN DISTRICTS—COUNTIES**							
LITTLE ROCK (Pulaski)	173,174	+11.0	36,560	4,481	29,051	30,215	2,934	55,711
TOTAL STATE..	1,816,806	— 6.7	261,950	216,674	244,586	252,148	27,024	$320,973

* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by **RADIO DAILY** from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

CALIFORNIA

Population 1943* 7,471,228
Radio Homes, 1944 (RADIO DAILY Estimate 2,273,100
No. of Farms, 1940 132,658

County	POPULATION 1943*	% Change 1940-43	Radio Daily Homes 1944	No. of Farms	RADIO HOMES 1940 Census	RADIO HOMES NAB Projection	RETAIL—SERVICE Stores	RETAIL—SERVICE Sales
Alameda	See Listing—End of State							
Alpine	200	—38.1	50	13	63	64	7	$31
Amador	6,544	—27.1	1,830	407	2,153	2,205	250	3,568
Butte	39,618	— 7.5	11,600	2,584	10,913	11,373	947	19,627
Calaveras	5,871	—28.6	1,820	469	2,152	2,197	186	2,871
Colusa	8,034	—17.9	2,300	730				
Contra Costa	See Listing—End of State				2,331	2,495	247	4,448
Del Norte	3,261	—31.3	900	247	1,110	1,130	195	1,994
Eldorado	9,150	—30.8	2,720	863				
Fresno	See Listing—End of State				3,312	3,434	286	4,739
Glenn	10,611	—13.0	2,970	1,376	2,991	3,063	251	5,205
Humboldt	41,364	— 9.5	12,190	2,065	11,845	12,192	1,144	20,667
Imperial	52,304	—12.4	10,540	2,696	10,388	10,650	1,108	24,881
Inyo	17,477	+129.2	4,220	228	1,661	1,750	175	4,184
Kern	131,316	— 2.8	34,540	2,188	31,076	32,283	2,564	62,668
Kings	33,507	— 4.7	8,540	2,132	7,915	8,131	773	14,576
Lake	6,695	—17.0	2,250	876	2,300	2,416	275	2,954
Lassen	14,798	+ 2.2	4,100	486				
Los Angeles	See Listing—End of State				3,589	3,659	252	5,866
Madera	22,846	— 2.0	5,190	1,538	4,699	4,810	445	7,318
Marin	See Listing—End of State							
Mariposa	3,029	—46.0	930	370	1,414	1,437	119	1,834
Mendocino	23,538	—15.4	6,030	1,843	6,005	6,347	706	9,541
Merced	43,478	— 7.5	10,890	3,777	10,308	10,676	905	18,872
Modoc	13,918	+59.7	3,720	686	2,104	2,175	204	2,573
Mono	943	—59.0	280	92	530	570	69	843
Monterey	75,622	+ 6.3	20,650	1,999	17,334	17,803	1,662	36,819
Napa	36,955	+29.7	9,920	1,764	6,893	7,075	567	12,080
Nevada	12,995	—32.6	3,970	492	5,004	5,165	448	9,224
Orange	See Listing—End of State							
Placer	24,136	—14.1	6,980	1,451	7,025	7,271	656	11,762
Plumas	8,669	—24.9	2,410	167	2,713	2,834	303	4,103

County	POPULATION 1943*	% Change 1940-43	Radio Daily Homes 1944	No. of Farms	RADIO HOMES 1940 Census	RADIO HOMES NAB Projection	RETAIL—SERVICE Stores	RETAIL—SERVICE Sales
Riverside	116,362	+14.4	33,070	4,672	25,847	26,663	2,263	41,209
Sacramento	See Listing—End of State							
San Benito	10,429	— 8.5	2,920	1,001	2,836	2,887	271	4,172
San Bernardino	176,474	+ 9.5	51,360	6,110	41,367	42,798	3,288	63,316
San Diego	See Listing—End of State							
San Francisco	See Listing—End of State							
San Joaquin	See Listing—End of State							
San Luis Obispo	39,715	+19.5	11,380	1,916	8,465	8,771	950	15,655
San Mateo	See Listing—End of State							
Santa Barbara	69,217	— 1.8	21,020	1,339	18,761	19,463	1,751	38,829
Santa Clara	See Listing—End of State							
Santa Cruz	38,128	—15.4	12,930	1,712	13,279	13,607	1,283	23,203
Shasta	27,856	— 3.3	7,570	1,229	6,834	7,071	702	14,329
Sierra	1,645	—45.6	550	86	836	853	76	918
Siskiyou	32,378	+13.2	9,090	1,208	7,225	7,390	669	11,882
Solano	See Listing—End of State							
Sonoma	71,936	+ 4.2	22,670	6,209	19,291	19,882	1,897	37,711
Stanislaus	76,271	+ 1.9	21,930	5,734	18,974	19,596	1,560	36,463
Sutter	17,040	— 8.8	4,650	1,425	4,451	4,599	251	4,145
Tehama	12,198	—14.8	3,610	1,744	3,633	3,798	394	6,259
Trinity	2,138	—46.1	660	329	994	1,019	77	849
Tulane	101,223	— 5.5	25,770	6,372	23,936	24,775	1,656	36,918
Tuolumne	7,574	—30.4	2,370	403	2,882	2,965	277	5,347
Ventura	68,350	— 1.9	18,820	1,745	16,854	17,425	1,439	27,803
Yolo	26,015	— 4.5	6,990	1,339	6,484	6,652	512	10,850
Yuba	17,367	+ 2.0	4,460	562	3,874	3,975	500	12,316
City			**METROPOLITAN DISTRICTS—COUNTIES**					
FRESNO (Fresno)	163,589	— 8.4	44,800	9,550	42,537	43,924	4,002	84,522
LOS ANGELES (Los Angeles, Orange)	3,134,767	+ 7.6	1,054,530	18,584	872,543	894,530	72,255	1,531,040
SACRAMENTO (Sacramento)	191,793	+ 7.1	52,500	3,456	43,712	44,868	3,904	98,782
SAN FRANCISCO—Alameda, Contra Costa, Marin, San Francisco, San Mateo, Solano)								
OAKLAND	1,724,929	+19.2	568,730	7,397	428,065	440,864	35,712	840,263
SAN DIEGO (San Diego)	386,590	+40.0	126,520	5,814	82,582	84,343	6,403	130,542
SAN JOSE (Santa Clara)	180,565	+ 4.3	55,660	5,608	47,352	48,829	3,882	85,505
STOCKTON (San Joaquin)	139,760	+ 4.1	37,000	5,575	31,559	32,452	2,933	59,892
TOTAL STATE	7,471,228	+ 8.8	2,373,100	132,658	1,933,031	1,987,204	163,651	$3,515,950

* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by **RADIO DAILY** from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

COLORADO

Population 1943* 1,095,043
Radio Homes, 1944 (RADIO DAILY Estimate) 283,580
No. of Farms, 1940 51,436

County	POPULATION 1943*	% Change 1940-43	Radio Daily Homes 1944	No. of Farms	RADIO HOMES 1940 Census	RADIO HOMES NAB Projection	RETAIL—SERVICE Stores	RETAIL—SERVICE Sales
Adams	20,352	— 9.5	4,580	1,729	4,402	4,577	350	$4,135
Alamosa	8,074	—23.0	1,870	608	2,105	2,151	228	4,916
Arapahoe	See Listing—End of State							
Archuleta	2,466	—35.2	390	354	506	514	59	675
Baca	5,770	— 7.0	1,140	906	1,085	1,107	146	1,244
Bent	8,082	—16.3	1,770	687	1,771	1,879	170	1,805
Boulder	37,620	+ 0.5	11,340	1,352	10,070	10,213	830	13,886
Chaffee	7,069	—12.8	1,880	295	1,936	1,977	240	3,234
Cheyenne	2,476	—16.5	610	496	642	662	78	648
Clear Creek	2,474	—34.6	750	47	957	994	101	1,428
Conejos	9,393	—19.4	1,180	1,049	1,268	1,295	142	1,583
Costilla	5,744	—23.7	570	523	627	670	89	602
Crowley	4,463	—17.3	990	532	1,041	1,069	103	1,132
Custer	1,432	—36.9	320	305	447	458	49	329
Delta	13,029	—20.9	3,080	1,699	3,369	3,449	336	4,250
Denver	See Listing—End of State							
Dolores	1,780	— 9.1	360	236	323	353	29	237
Douglas	2,945	—15.8	790	417	818	840	76	720
Eagle	4,393	—18.1	1,080	329	1,135	1,171	112	1,327
Elbert	4,139	—24.2	1,000	989	1,149	1,169	87	714
El Paso	59,147	+ 9.5	18,030	1,310	14,593	15,026	1,352	25,558
Fremont	17,236	—12.7	4,080	987	4,199	4,298	413	5,173
Garfield	8,975	—15.0	2,170	980	2,216	2,288	228	3,390
Gilpin	781	—51.9	270	51	437	441	46	330

County	POPULATION 1943*	% Change 1940-43	Radio Daily Homes 1944	No. of Farms	RADIO HOMES 1940 Census	RADIO HOMES NAB Projection	RETAIL—SERVICE Stores	RETAIL—SERVICE Sales
Grand	2,842	—20.8	720	253	780	812	137	1,520
Gunnison	4,451	—28.1	1,180	362	1,415	1,435	141	*1,935
Hinsdale	193	—44.7	50	34	76	78	9	†44
Huerfano	11,964	—25.6	2,000	696	2,308	2,384	264	3,725
Jackson	1,483	—17.5	360	262	367	392	52	531
Jefferson	See Listing—End of State							
Kiowa	2,429	—13.0	600	454	602	629	73	511
Kit Carson	6,269	—16.5	1,360	1,148	1,441	1,467	149	1,743
Lake	7,143	+ 3.8	1,980	29	1,699	1,740	146	3,108
La Plata	11,642	—24.9	2,520	† 1,046	2,901	2,966	280	5,266
Larimer	29,197	—17.8	8,380	1,825	8,925	9,104	842	13,647
Las Animas	27,950	—13.7	4,850	1,281	4,917	5,056	503	7,830
Lincoln	5,124	—12.9	1,270	834	1,277	1,304	190	1,708
Logan	15,344	—16.5	3,610	1,575	3,796	3,880	336	5,961
Mesa	27,668	—18.1	6,780	2,652	7,216	7,370	603	12,634
Mineral	655	—32.8	180	49	232	234	31	296
Moffat	4,083	—19.7	1,050	527	1,119	1,169	105	1,684
Montezuma	7,308	—30.2	1,410	1,043	1,704	1,757	147	2,351
Montrose	13,002	—15.7	2,950	1,426	3,064	3,133	218	4,640
Morgan	14,468	—16.0	3,560	1,349	3,681	3,787	350	5,575
Otero	23,534	— 0.2	5,520	1,189	4,855	5,021	492	7,309
Ouray	1,423	—31.9	460	153	499	590	57	580
Park	1,575	—51.9	470	306	780	803	100	913
Phillips	4,314	—12.8	1,140	626	1,170	1,179	140	1,454
Pitkin	1,293	—29.6	350	169	423	437	38	259
Prowers	18,587	+51.1	4,190	1,022	2,507	2,607	294	3,654
Pueblo	See Listing—End of State							
Rio Blanco	2,201	—25.2	570	339	653	671	50	890
Rio Grande	10,672	—14.0	2,160	675	2,196	2,245	247	4,152
Routt	8,633	—18.0	2,230	829	2,331	2,417	200	3,192
Sequache	4,963	—19.6	880	505	951	976	107	1,107
San Juan	1,138	—20.9	290	—	324	328	51	469
San Miguel	2,235	—39.0	510	178	691	709	62	760
Sedgwick	4,340	—18.0	1,070	505	1,127	1,164	120	1,673
Summit	1,174	—33.1	380	59	481	490	46	363
Teller	2,838	—56.1	900	246	1,624	1,678	161	1,996
Washington	6,412	—23.1	1,460	1,439	1,636	1,680	125	1,201
Weld	53,652	—15.8	13,200	4,512	13,602	14,038	1,126	17,556
Yuma	9,924	—18.0	2,370	1,765	2,477	2,582	241	2,876
City	**METROPOLITAN DISTRICTS—COUNTIES**							
DENVER (Arapahoe, Denver, Jefferson)	404,664	+ 6.1	123,680	3,000	102,137	106,624	8,147	208,193
PUEBLO (Pueblo)	74,416	+ 8.1	18,690	1,193	15,493	15,839	1,327	25,954
TOTAL STATE	1,059,043	— 5.4	283,580	51,436	258,573	267,295	22,971	$436,576

† Includes 4 farms in San Juan County

* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by **RADIO DAILY** from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

CONNECTICUT

Population 1943* ... 1,758,963
Radio Homes, 1944 (RADIO DAILY Estimate) 486,180
No. of Farms, 1940 .. 21,163

County	POPULATION 1943*	% Change 1940-43	Radio Daily Homes 1944	No. of Farms	RADIO HOMES 1940 Census	RADIO HOMES NAB Projection	RETAIL—SERVICE Stores	RETAIL—SERVICE Sales
Fairfield	See Listing—End of State							
Hartford	See Listing—End of State							
Litchfield	97,931	+12.5	26,840	2,795	21,479	21,824	1,600	32,237
Middlesex	See Listing—End of State							
New Haven	See Listing—End of State							
New London	126,472	+ 2.5	34,230	2,947	29,676	30,290	2,437	50,483
Tolland	32,692	+ 2.6	8,670	2,229	7,531	7,668	534	7,731
Windham	53,834	— 4.2	14,650	2,447	13,486	13,817	1,176	21,511
City	**METROPOLITAN DISTRICTS—COUNTIES**							
BRIDGEPORT (Fairfield)	435,537	+ 4.1	121,330	2,772	103,147	106,428	8,534	200,688
HARTFORD—(Hartford, Middlesex)								
NEW BRITAIN	530,217	+ 4.7	145,010	5,090	121,628	126,094	9,081	235,185
NEW HAVEN (New Haven)								
WATERBURY	482,280	— 0.4	135,450	2,883	120,312	123,139	10,863	215,451
TOTAL STATE	1,758,963	+ 3.0	486,180	21,163	417,259	429,260	34,225	$763,295

* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by **RADIO DAILY** from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

DELAWARE

Population 1943* 270,836
Radio Homes, 1944 (RADIO DAILY Estimate) 68,920
No. of Farms, 1940 8,994

County	POPULATION 1943*	% Change 1940-43	Radio Daily Homes 1944	No. of Farms	RADIO HOMES 1940 Census	RADIO HOMES NAB Projection	RETAIL—SERVICE Stores	RETAIL—SERVICE Sales
Kent	31,159	— 9.5	7,280	2,742	7,093	7,278	886	$12,531
New Castle	See Listing—End of State							
Sussex	52,491	+ 0.1	12,590	4,665	11,194	11,446	1,296	20,623
City	METROPOLITAN DISTRICTS—COUNTIES							
WILMINGTON (New Castle)	187,186	+ 4.9	49,050	1,587	41,634	42,656	3,806	83,656
TOTAL STATE	270,836	+ 2.1	68,920	8,994	59,921	61,380	5,998	$116,810

* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by **RADIO DAILY** from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

DIST. OF COL.

Population 1943* 833,720
Radio Homes, 1944 (RADIO DAILY Estimate) 212,550
No. of Farms, 1940 65

City	POPULATION 1943*	% Change 1940-43	Radio Daily Homes 1944	No. of Farms	RADIO HOMES 1940 Census	RADIO HOMES NAB Projection	RETAIL—SERVICE Stores	RETAIL—SERVICE Sales
	METROPOLITAN DISTRICTS—COUNTIES							
WASHINGTON (District of Columbia; Montgomery, Prince Georges, Md., Alexandria City, Arlington, Va.)	1,178,970	+28.2	308,960	4,312	218,120	223,884	13,210	521,128
TOTAL, D. C.	833,720	+26.7	212,550	65	158,377	162,446	10,723	$442,259

* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by **RADIO DAILY** from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

FLORIDA

Population 1943* 2,080,003
Radio Homes, 1944 (RADIO DAILY Estimate) 411,060
No. of Farms, 1940 62,248

County	POPULATION 1943*	% Change 1940-43	Radio Daily Homes 1944	No. of Farms	RADIO HOMES 1940 Census	RADIO HOMES NAB Projection	RETAIL—SERVICE Stores	RETAIL—SERVICE Sales
Alachua	38,218	— 1.0	5,540	2,108	4,844	5,076	705	$10,522
Baker	5,862	—10.0	490	434	479	488	95	772
Bay	36,210	+75.0	5,990	162	3,160	3,240	317	4,956
Bradford	12,724	+46.0	1,580	901	938	1,011	146	1,426
Brevard	18,069	+12.0	3,780	764	3,021	3,097	498	5,699
Broward	51,530	+29.9	10,790	946	7,515	7,714	968	17,143
Calhoun	7,320	—10.9	630	518	626	632	92	998
Charlotte	3,586	— 2.1	740	102	663	684	97	1,102
Citrus	4,950	—15.3	730	217	756	770	102	1,064
Clay	8,195	+26.7	1,160	290	813	847	100	783
Collier	4,271	—16.3	550	86	572	583	110	1,220
Columbia	15,266	— 9.4	1,510	1,383	1,424	1,522	253	3,382
Dade	See Listing—End of State							
DeSoto	8,299	+ 6.5	1,390	604	1,132	1,168	186	2,122
Dixie	6,244	—11.0	750	194	749	755	88	1,305
Duval	See Listing—End of Space							
Escambia	87,946	+27.4	16,050	1,164	11,317	11,717	921	20,362
Flagler	2,394	—20.3	310	107	348	349	66	496
Franklin	10,376	+73.2	1,280	16	639	697	110	1,054
Gadsden	30,029	— 4.5	2,420	1,466	2,237	2,305	306	5,288
Gilchrist	3,399	—20.0	280	529	307	314	53	532
Glades	1,992	—27.4	290	159	350	358	39	386
Gulf	7,474	+ 7.5	1,080	85	884	916	92	1,119
Hamilton	8,756	—10.5	670	928	663	674	133	1,128
Hardee	8,468	—16.6	1,230	1,132	1,270	1,322	192	2,095
Hendry	5,047	— 3.6	900	156	817	848	105	1,428
Hernando	5,132	— 9.0	770	546	738	759	103	1,400
Highlands	14,047	+51.9	2,430	389	1,445	1,498	201	2,473
Hillsborough	See Listing—End of State							
Holmes	13,629	—11.8	1,060	1,672	1,048	1,085	135	775
Indian River	9,329	+ 4.2	1,720	742	1,454	1,506	234	2,852
Jackson	31,053	— 9.8	2,460	3,585	2,414	2,463	339	4,537
Jefferson	11,007	— 8.5	820	1,288	777	828	144	1,153
Lafayette	3,505	—20.4	390	548	426	429	51	396

County	POPULATION 1943*	% Change 1940-43	Radio Daily Homes 1944	No. of Farms	RADIO HOMES 1940 Census	RADIO HOMES NAB Projection	RETAIL—SERVICE Stores	RETAIL—SERVICE Sales
Lake	28,196	+ 3.5	5,400	2,017	4,696	4,739	549	7,273
Lee	21,598	+23.5	4,570	291	3,172	3,415	393	6,622
Leon	35,674	+12.7	4,960	1,443	3,857	4,040	416	9,236
Levy	11,611	— 7.5	1,130	851	1,054	1,112	190	1,619
Liberty	2,902	—22.7	220	253	243	252	46	221
Madison	15,067	— 6.9	1,320	1,499	1,229	1,279	225	2,158
Manatee	24,725	— 5.3	5,080	676	4,567	4,835	461	7,391
Marion	30,343	— 2.9	4,490	2,146	4,129	4,200	428	8,172
Martin	6,481	+ 3.0	1,200	177	1,057	1,069	167	1,719
Monroe	20,072	+48.0	4,090	94	2,555	2,584	334	2,947
Nassau	10,775	— 0.4	1,470	531	1,301	1,343	186	1,901
Okaloosa	15,591	+20.9	1,650	898	1,207	1,254	160	1,771
Okeechobee	2,929	— 2.4	420	174	385	389	66	780
Orange	79,448	+13.4	18,940	2,399	14,992	15,401	1,561	33,718
Osceola	9,687	— 4.3	2,150	442	2,008	2,028	183	2,252
Palm Beach	88,356	+10.5	18,420	808	14,879	15,223	2,182	38,733
Pasco	13,322	— 4.7	2,500	1,107	2,276	2,380	246	2,329
Pinellas	See Listing—End of State							
Polk	90,356	+ 4.3	17,460	4,273	14,802	15,315	1,821	28,932
Putnam	17,806	— 4.8	2,590	850	2,408	2,467	374	4,408
St. Johns	20,182	+ 0.8	3,730	348	3,315	3,358	496	6,366
St. Lucie	13,084	+10.2	2,140	598	1,663	1,780	242	5,129
Santa Rosa	13,799	—14.2	1,360	1,222	1,375	1,420	150	1,488
Sarasota	19,514	+21.2	4,350	191	3,220	3,324	448	8,193
Seminole	21,080	— 5.5	3,680	760	3,470	3,536	542	5,691
Sumter	9,532	—13.7	1,260	804	1,276	1,316	166	1,318
Suwannee	16,029	— 6.1	1,570	1,877	1,459	1,511	283	2,731
Taylor	9,682	—16.3	910	483	953	973	167	2,081
Union	7,228	+ 1.9	440	547	387	393	70	445
Volusia	53,099	— 1.1	11,870	1,518	10,747	10,888	1,353	20,367
Wakulla	5,717	+ 4.6	560	286	472	484	71	684
Walton	13,284	— 6.8	1,230	1,028	1,120	1,191	159	1,750
Washington	10,900	—11.4	890	1,259	874	900	128	1,087
City		**METROPOLITAN DISTRICTS—COUNTIES**						
JACKSONVILLE (Duval)	258,381	+23.0	55,720	1,436	40,627	41,893	3,429	84,393
MIAMI (Dade)	301,144	+12.5	79,190	1,439	62,001	64,382	6,348	151,272
TAMPA (Hillsboro, Pinellas) ST. PETERSBURG	308,082	+13.3	74,310	4,362	58,845	60,412	5,828	105,877
TOTAL STATE	2,080,003	+10.0	411,060	62,248	326,447	336,803	36,849	$661,022

* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by **RADIO DAILY** from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

GEORGIA

Population 1943* **3,026,728**
Radio Homes, 1944 (RADIO DAILY Estimate) **439,010**
No. of Farms, 1940 ..... **216,033**

County	POPULATION 1943*	% Change 1910-43	Radio Daily Homes 1944	No. of Farms	RADIO HOMES 1940 Census	RADIO HOMES NAB Projection	RETAIL—SERVICE Stores	RETAIL—SERVICE Sales
Appling	11,114	—23.3	1,020	1,459	1,165	1,179	180	$1,601
Atkinson	6,318	—10.9	650	662	650	658	87	457
Bacon	7,101	—12.3	780	994	769	791	145	1,282
Baker	6,190	—15.7	390	1,093	392	410	63	277
Baldwin	22,349	— 7.6	2,060	805	1,957	2,023	244	3,319
Banks	6,902	—21.0	730	1,370	791	820	60	199
Barrow	12,116	— 7.3	1,920	1,458	1,819	1,864	182	1,805
Bartow	23,362	— 7.6	3,150	1,861	3,268	3,443	276	3,794
Ben Hill	13,061	—10.1	1,900	900	1,876	1,900	242	3,445
Berrien	12,712	—17.3	1,270	1,739	1,348	1,367	180	2,125
Bibb	See Listing—End of State							
Bleckley	8,415	—12.8	870	916	868	894	134	1,165
Brantley	6,015	—12.5	400	679	402	410	79	386
Brooks	17,032	—16.9	1,520	2,236	1,582	1,632	193	2,116
Bryan	5,626	—10.5	380	378	374	384	108	559
Bullock	22,047	—15.2	2,300	2,842	2,347	2,421	454	4,767
Burke	22,113	—16.6	1,510	2,360	1,556	1,617	335	2,670
Butts	8,172	—11.0	1,020	950	996	1,032	129	1,319
Calhoun	9,206	—11.8	600	1,347	608	616	171	1,099
Camden	6,295	+ 6.5	570	308	458	486	96	884
Candler	7,120	—21.8	940	1,141	827	843	118	1,373
Cawoll	29,984	—12.2	4,260	4,377	4,179	4,344	474	4,289
Catoosa	11,427	+30.3	2,540	1,306	1,784	1,816	99	660
Charlton	4,549	—13.5	400	297	408	412	68	568

County	POPULATION 1943*	POPULATION % Change 1940-43	Radio Daily Homes 1944	No. of Farms	RADIO HOMES 1940 Census	RADIO HOMES NAB Projection	RETAIL—SERVICE Stores	RETAIL—SERVICE Sales
Chatham	See Listing—End of State							
Chattahoochee	1,797	—25.9	120	269	149	153	49	250
Chattooga	18,825	+ 1.6	3,090	1,234	2,550	2,750	176	2,833
Cherokee	17,398	—13.6	2,360	2,435	2,415	2,463	335	2,519
Clarke	28,685	+ 1.0	5,440	757	4,757	4,909	428	10,711
Clay	6,333	—10.3	460	989	455	464	102	765
Clayton	10,744	— 7.8	1,620	1,023	1,547	1,587	135	728
Clinch	5,480	—14.8	590	268	613	624	106	741
Cobb	39,500	+ 3.2	7,200	2,826	5,994	6,366	502	6,578
Coffee	20,062	— 6.9	1,860	2,087	1,759	1,808	243	3,314
Colquitt	32,103	— 2.8	3,580	2,880	3,232	3,357	396	5,411
Columbia	8,737	— 7.4	830	1,200	787	810	108	459
Cook	10,297	—13.6	1,160	1,326	1,170	1,207	146	1,614
Coweta	26,106	— 3.2	3,360	1,853	3,065	3,145	359	4,238
Crawford	6,360	—10.8	470	741	436	466	93	411
Crisp	15,834	— 9.7	1,740	1,226	1,714	1,742	241	4,342
Dade	5,697	— 3.3	630	577	566	586	57	353
Dawson	3,610	—19.4	370	614	394	410	53	88
Decatur	22,033	— 0.9	1,890	1,563	1,652	1,735	287	3,362
DeKalb	See Listing—End of State							
Dodge	16,854	—19.8	1,450	2,033	1,578	1,606	242	2,153
Dooly	14,376	—14.9	1,210	1,680	1,241	1,272	185	1,414
Dougherty	30,491	+ 6.7	4,360	666	3,623	3,735	525	11,035
Douglas	8,794	—12.5	1,120	1,135	1,100	1,162	130	1,107
Early	17,609	— 5.7	1,370	2,232	1,264	1,317	198	2,440
Echols	2,647	—10.7	210	230	216	216	28	99
Effingham	8,773	— 9.1	800	827	762	792	104	762
Elbert	16,119	—17.8	2,130	1,893	2,146	2,318	283	2,790
Emanuel	19,343	—17.7	2,050	2,444	2,157	2,226	356	3,003
Evans	6,141	—17.0	640	707	659	691	113	1,159
Fannin	13,920	— 5.6	1,680	1,649	1,588	1,617	173	853
Fayette	7,593	— 7.1	660	1,132	633	637	87	506
Floyd	57,030	+ 1.6	11,140	2,085	9,424	9,954	625	14,813
Forsyth	9,545	—15.7	1,120	2,009	1,168	1,190	746	607
Franklin	15,220	— 2.5	1,830	2,139	1,649	1,708	217	1,918
Fulton	See Listing—End of State							
Gilmer	8,881	— 1.3	810	1,226	736	748	87	689
Glascock	3,772	—17.0	450	561	471	482	62	308
Glynn	32,020	+46.1	5,410	170	3,400	3,453	431	7,036
Gordon	17,275	— 6.3	2,910	2,158	2,715	2,801	261	2,826
Grady	17,289	—12.0	1,830	1,923	1,836	1,865	186	2,506
Greene	12,557	— 8.4	1,300	1,337	1,195	1,277	123	1,530
Gwinnett	25,663	—11.8	3,560	3,309	3,504	3,634	392	3,143
Habersham	13,809	— 6.5	1,930	1,386	1,822	1,876	235	2,180
Hall	33,382	— 4.1	5,260	2,405	4,845	4,956	474	7,765
Hancock	11,088	—13.1	650	1,679	644	673	151	1,150
Haralson	12,467	—13.3	1,790	1,629	1,791	1,851	150	1,841
Harris	10,373	— 9.2	790	1,212	748	777	93	736
Hart	13,135	—15.3	1,680	2,308	1,702	1,773	110	1,013
Heard	7,137	—17.1	560	1,324	582	603	81	430
Henry	13,246	—12.4	1,370	1,893	1,358	1,401	169	1,471
Houston	11,762	+ 4.1	930	1,008	799	817	115	1,543
Irwin	11,841	— 8.5	1,040	1,586	1,008	1,031	112	1,171
Jackson	18,395	— 8.4	2,360	2,223	2,214	2,312	243	2,520
Jasper	7,543	—14.0	850	802	705	884	124	1,013
Jeff Davis	7,596	—14.1	770	961	796	802	92	874
Jefferson	18,278	— 8.8	1,820	1,936	1,735	1,804	324	2,613
Jenkins	10,357	—12.5	790	1,243	806	816	137	1,391
Johnson	9,493	—26.7	580	1,586	885	902	188	1,296
Jones	7,553	— 9.3	670	740	597	673	53	436
Lamar	9,050	—10.3	1,240	742	1,216	1,242	143	1,414
Lanier	5,126	— 9.0	470	580	462	467	61	545
Laurens	28,454	—15.3	2,940	3,569	2,948	3,091	494	4,798
Lee	6,557	—16.3	360	946	375	385	46	455
Liberty	9,897	+15.1	680	917	490	541	114	768
Lincoln	6,177	—12.3	510	1,032	467	523	103	566
Long	3,190	—21.9	210	400	216	235	61	269
Lowndes	32,913	+ 3.3	4,040	1,852	3,483	3,572	476	7,697
Lumpkin	5,583	—10.3	550	841	540	549	115	426
McDuffie	10,353	— 4.8	1,110	995	1,000	1,061	159	1,674
McIntosh	5,714	+ 8.0	490	130	405	421	101	663
Macon	14,373	— 9.9	1,230	1,349	1,194	1,231	149	1,643
Madison	11,385	—15.2	1,390	1,876	1,344	1,403	132	848
Marion	6,397	— 8.0	450	792	430	444	96	668
Meriwether	19,404	—12.0	1,930	1,856	1,849	1,972	308	2,066
Miller	8,834	—11.6	650	1,400	649	665	110	851
Mitchell	20,391	—12.3	1,640	2,862	1,610	1,672	293	2,875
Monroe	9,947	— 7.5	930	975	891	912	146	1,499
Montgomery	7,888	—18.4	570	1,085	583	616	123	668
Morgan	10,983	—13.6	1,100	1,333	1,082	1,139	125	1,363
Murray	9,668	—13.2	1,280	1,258	1,290	1,322	96	785

County	POPULATION 1943*	% Change 1940-43	Radio Daily Homes 1944	No. of Farms	RADIO HOMES 1940 Census	RADIO HOMES NAB Projection	RETAIL—SERVICE Stores	RETAIL—SERVICE Sales
Muscogee	See Listing—End of State							
Newton	18,916	+ 1.8	2,950	1,198	2,584	2,641	246	3,127
Oconee	6,544	—13.6	700	924	716	730	61	237
Oglethorpe	9,943	—20.0	990	1,593	960	998	99	736
Paulding	10,967	—14.5	1,260	1,788	1,282	1,322	90	842
Peach	10,895	+ 5.0	1,230	433	1,054	1,073	139	2,015
Pickens	7,712	—15.6	1,040	939	1,092	1,103	84	969
Pierce	10,161	—13.9	880	1,375	890	913	163	1,789
Pike	8,735	—15.8	890	1,159	923	941	107	670
Polk	26,434	— 7.1	4,420	1,493	4,162	4,294	332	5,230
Pulaski	8,999	— 8.4	840	944	808	824	134	1,540
Putnam	7,363	—13.5	680	833	693	708	118	1,199
Quitman	2,974	—13.4	150	365	152	158	36	153
Rabun	6,398	—18.2	660	1,037	690	712	110	1,058
Randolph	14,036	—15.5	1,130	1,952	1,161	1,199	280	2,130
Richmond	See Listing—End of State							
Rockdale	6,953	—10.0	920	809	916	924	117	1,065
Schley	4,331	—13.9	390	629	395	400	54	446
Screven	17,162	—15.7	1,210	2,320	1,251	1,284	248	1,990
Seminole	7,974	— 6.1	640	950	596	613	128	1,146
Spaulding	27,628	— 2.8	4,880	850	4,463	4,560	403	7,755
Stephens	14,757	+13.8	2,150	895	1,722	1,746	182	2,218
Stewart	9,793	— 7.6	660	1,082	616	646	131	1,144
Sumter	22,861	— 6.5	2,340	1,567	2,215	2,267	389	4,587
Talbot	7,558	— 7.2	440	831	416	431	101	587
Taliaferro	5,291	—15.7	370	807	387	397	65	379
Tattnall	15,213	— 6.3	1,520	1,696	1,379	1,458	225	1,913
Taylor	9,015	—16.3	820	1,157	858	876	125	1,137
Telfair	12,534	—17.2	1,150	1,413	1,213	1,234	232	2,028
Terrell	15,139	— 9.2	1,070	2,003	1,037	1,080	223	2,139
Thomas	30,659	— 2.0	4,090	2,065	3,650	3,784	489	6,034
Tift	17,960	— 3.4	2,230	1,344	2,005	2,080	353	4,474
Toombs	16,032	— 5.4	1,630	1,563	1,469	1,547	255	2,822
Towns	4,039	—18.0	450	741	462	479	58	165
Treutlen	6,191	—18.9	480	857	504	528	84	814
Troup	36,443	—16.7	5,220	1,235	5,427	5,607	648	12,064
Turner	9,377	—13.5	910	1,321	936	954	138	1,393
Twiggs	8,513	— 6.6	490	1,014	431	472	78	428
Union	6,757	—12.0	550	1,325	546	558	112	261
Upson	23,621	— 5.8	3,550	921	3,311	3,410	288	4,844
Walker	See Listing—End of State							
Walton	18,945	— 8.8	2,630	2,286	2,559	2,698	234	2,874
Ware	26,610	— 4.7	4,070	1,029	3,804	3,873	541	8,464
Warren	9,560	— 6.6	720	1,235	683	702	94	900
Washington	18,256	—24.7	1,530	2,506	1,707	1,800	378	2,648
Wayne	12,575	— 4.2	1,220	950	1,138	1,158	190	1,850
Webster	3,777	—20.1	250	576	271	274	46	267
Wheeler	6,804	—20.3	650	989	682	716	89	427
White	5,627	—12.3	570	924	559	585	100	295
Whitfield	27,904	+ 6.9	5,260	1,586	4,320	4,497	423	6,594
Wilcox	10,177	—20.2	860	1,385	938	954	156	1,012
Wilkes	13,403	—11.1	1,150	1,757	1,110	1,160	208	1,862
Wilkinson	9,725	—11.8	930	1,092	904	949	149	1,001
Worth	18,464	—13.6	1,430	2,664	1,444	1,488	202	1,565
City		**METROPOLITAN DISTRICTS—COUNTIES**						
ATLANTA (DeKalb, Fulton)	523,093	+ 9.6	115,210	4,909	93,197	96,008	7,670	216,104
AUGUSTA (Richmond)	88,255	+ 8.5	15,660	920	12,539	13,159	1,335	27,603
COLUMBUS (Muscogee; Russell, Ala.)	139,706	+25.6	21,330	3,078	15,080	15,682	1,573	29,847
MACON (Bibb)	97,658	+16.6	17,110	829	13,065	13,461	1,306	28,800
SAVANNAH (Chatham)	139,406	+19.8	26,950	496	20,172	20,732	2,064	40,137
Note—Walker County contained in Chattanooga, Tenn. Metropolitan District. Listed under Tenn.								
TOTAL STATE	3,026,728	— 2.4	439,010	216,033	381,668	394,755	42,968	$670,021

* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by **RADIO DAILY** from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

IDAHO

Population 1943* 467,567
Radio Homes, 1944 (RADIO DAILY Estimate) 121,350
No. of Farms, 1940 43,663

County	POPULATION 1943*	% Change 1940-43	Radio Daily Homes 1944	No. of Farms	RADIO HOMES 1940 Census	RADIO HOMES NAB Projection	RETAIL—SERVICE Stores	RETAIL—SERVICE Sales
Ada	49,045	— 2.7	14,060	2,689	12,535	13,140	862	$26,236
Adams	2,631	—22.8	620	410	685	724	64	626

County	POPULATION 1943*	% Change 1940-43	Radio Daily Homes 1944	No. of Farms	RADIO HOMES 1940 Census	RADIO HOMES NAB Projection	RETAIL—SERVICE Stores	RETAIL—SERVICE Sales
Bannock	35,937	+ 3.4	9,090	1,723	7,844	8,048	637	15,025
Bear Lake	6,445	—18.5	1,680	711	1,804	1,855	147	2,207
Benewah	5,464	—25.5	1,450	643	1,693	1,718	121	1,585
Bingham	18,852	—10.4	4,330	2,217	4,206	4,325	273	4,872
Blaine	3,861	—27.1	1,010	318	1,166	1,216	152	2,215
Boise	1,103	—52.7	320	195	510	530	41	394
Bonner	13,172	—15.9	3,310	1,551	3,408	3,517	258	3,624
Bonneville	21,139	—17.7	5,290	1,672	5,487	5,757	382	12,349
Boundary	4,974	—16.9	1,260	768	1,331	1,355	101	1,750
Botte	1,529	—18.5	350	264	382	386	41	418
Camas	914	—32.8	260	193	325	330	39	327
Canyon	36,526	—10.7	9,770	3,631	9,578	9,864	632	14,233
Caribou	2,033	—11.0	550	247	544	555	60	837
Cassia	13,835	— 4.1	3,160	1,296	2,898	2,977	239	4,667
Clark	813	—19.1	230	113	230	244	20	†190
Clearwater	6,996	—15.1	1,680	531	1,728	1,766	107	2,147
Custer	2,369	—33.2	580	365	746	764	89	906
Elmore	8,882	+61.0	2,090	476	1,219	1,237	136	1,805
Franklin	8,367	—18.2	1,030	996	2,165	2,203	146	2,637
Fremont	7,578	—26.5	1,750	967	2,039	2,109	156	2,451
Gem	6,796	—28.8	1,670	900	2,120	2,186	122	2,912
Gooding	7,397	—20.1	1,820	1,006	1,967	2,018	155	2,769
Idaho	8,630	—32.0	2,170	1,464	2,697	2,790	212	3,293
Jefferson	8,642	—19.7	2,010	1,297	2,153	2,227	144	1,906
Jerome	18,324	+85.1	4,270	969	2,053	2,178	144	2,904
Kootenai	22,973	+ 3.1	6,550	1,733	5,684	5,796	412	6,139
Latah	16,018	—14.8	4,520	1,777	4,695	4,758	328	6,463
Lemhi	4,372	—33.0	1,060	530	1,349	1,381	136	2,176
Lewis	3,803	—18.5	1,060	546	1,142	1,159	98	1,345
Lincoln	3,379	—20.1	810	441	882	904	82	1,031
Madison	7,358	—19.9	1,690	1,012	1,813	1,876	135	2,529
Minidoka	7,892	—20.0	2,000	1,048	2,174	2,221	153	2,690
Nez Perce	15,366	—18.6	4,610	1,282	4,751	4,948	355	10,123
Oneida	3,910	—27.8	930	644	1,143	1,159	92	1,277
Owyhee	4,819	—14.7	990	873	1,006	1,041	93	934
Payette	7,602	—20.1	2,060	922	2,230	2,285	179	3,020
Power	3,048	—23.1	670	505	839	854	75	1,161
Shoshone	20,422	— 3.8	6,820	192	5,382	5,489	396	9,035
Teton	2,945	—18.2	610	492	655	672	70	568
Twin Falls	30,359	—16.6	8,330	2,717	8,672	8,948	591	15,786
Valley	4,189	+ 3.8	1,040	361	907	916	103	1,566
Washington	6,858	—22.5	1,790	976	1,988	2,045	167	3,375
TOTAL STATE	467,567	—10.9	121,350	43,663	118,824	122,471	8,944	$184,503

* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by **RADIO DAILY** from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

ILLINOIS

Population 1943* 7,622,739
Radio Homes, 1944 (RADIO DAILY Estimate) 2,191,320
No. of Farms, 1940 213,439

County	POPULATION 1943*	% Change 1940-43	Radio Daily Homes 1944	No. of Farms	RADIO HOMES 1940 Census	RADIO HOMES NAB Projection	RETAIL—SERVICE Stores	RETAIL—SERVICE Sales
Adams	58,647	—10.1	16,060	3,271	15,778	16,058	1,220	$20,192
Alexander	21,771	—14.6	4,100	845	4,114	4,311	356	5,643
Bond	13,191	— 9.3	3,240	1,585	3,148	3,203	244	3,176
Boone	14,646	— 3.7	4,380	1,175	3,985	4,138	293	5,079
Brown	6,627	—17.7	1,670	1,100	1,800	1,851	149	1,361
Bureau	33,908	— 9.8	9,930	3,040	9,737	9,929	917	9,677
Calhoun	6,763	—17.6	1,450	991	1,538	1,578	145	1,206
Carroll	17,671	— 0.7	5,170	1,623	4,668	4,760	437	5,363
Cass	14,326	—12.8	3,860	1,053	3,823	3,981	392	4,604
Champaign	69,644	+ 8.6	21,750	3,122	17,686	18,271	1,348	31,332
Christian	34,178	—11.4	9,510	2,591	9,208	9,607	719	11,011
Clark	15,924	—15.5	4,050	2,358	4,176	4,304	375	3,775
Clay	16,009	—15.5	4,140	2,086	4,314	4,400	279	4,080
Clinton	19,619	—14.4	4,500	1,724	4,560	4,690	418	3,746
Coles	34,609	—10.0	9,950	2,083	9,707	9,945	716	13,591
Cook	See Listing—End of State							
Crawford	18,917	—11.2	4,940	2,046	4,904	4,991	418	4,880
Cumberland	9,625	—17.7	2,480	1,779	2,627	2,696	148	1,320
DeKalb	32,821	— 4.6	9,830	2,251	9,200	9,358	702	13,401
DeWitt	16,027	—12.2	4,550	1,420	4,550	4,642	354	5,290
Douglas	14,927	—15.1	4,210	1,358	4,337	4,432	280	4,591
DuPage	See Listing—End of State							
Edgar	22,227	— 9.0	6,360	2,084	6,184	6,298	483	6,887

County	POPULATION 1943*	% Change 1940-43	Radio Daily Homes 1944	No. of Farms	RADIO HOMES 1940 Census	RADIO HOMES NAB Projection	RETAIL—SERVICE Stores	RETAIL—SERVICE Sales
Edwards	7,916	—11.8	2,040	1,030	2,042	2,083	160	1,602
Effingham	18,467	—16.2	4,510	2,086	4,677	4,797	518	6,649
Fayette	24,436	—16.2	5,740	2,997	5,902	6,103	478	7,610
Ford	13,501	—10.0	4,080	1,476	3,897	4,081	378	4,854
Franklin	43,611	—17.9	11,310	2,489	11,926	12,295	872	10,877
Fulton	41,469	— 7.1	11,820	3,199	11,105	11,475	800	10,841
Gallatin	9,299	—18.5	2,020	1,070	2,171	2,213	183	1,516
Greene	17,910	—11.7	4,390	1,737	4,370	4,484	359	3,772
Grundy	18,702	+ 1.7	5,340	1,354	4,464	4,760	434	4,893
Hamilton	12,621	— 6.2	2,740	2,257	2,604	2,635	207	1,469
Hancock	23,647	—10.1	6,650	3,177	6,493	6,652	564	4,973
Hardin	7,957	+ 2.6	1,550	740	1,348	1,364	127	805
Henderson	7,850	—12.3	2,070	1,060	2,095	2,111	140	1,073
Henry	41,349	— 5.6	22,210	3,023	11,468	11,739	855	13,492
Iroquois	28,655	—11.8	8,150	3,613	8,091	8,311	626	7,955
Jackson	33,983	—10.4	8,260	2,384	7,968	8,261	812	10,396
Jasper	11,260	—16.2	2,760	2,359	2,911	2,938	191	1,852
Jefferson	33,721	— 1.9	8,530	3,308	7,726	7,899	626	9,642
Jersey	12,649	— 7.2	2,870	1,269	2,695	2,782	221	2,752
Jo Daviess	19,973	— 0.1	5,400	2,018	4,862	4,952	426	4,854
Johnson	8,683	—19.1	1,780	1,579	1,893	1,947	181	1,278
Kane	130,625	+ 0.3	36,620	2,071	32,122	33,289	2,407	55,296
Kankakee	61,807	+ 1.5	41,610	2,353	12,675	13,045	1,084	20,579
Kendall	9,868	—11.1	2,810	1,129	2,770	2,837	139	1,971
Knox	47,182	— 9.7	14,030	2,609	13,666	14,026	1,061	19,034
Lake	See Listing—End of State							
LaSalle	94,351	— 3.5	26,160	3,858	23,906	24,673	2,043	34,124
Lawrence	19,667	— 6.7	4,670	1,590	4,376	4,534	421	4,970
Lee	32,866	— 5.0	8,440	2,467	7,782	8,036	564	9,852
Livingston	35,575	— 8.4	9,400	3,398	8,979	9,217	694	9,997
Logan	26,798	— 9.0	6,520	1,973	6,283	6,457	595	8,073
McDonough	25,356	— 5.9	7,500	2,334	6,927	7,207	530	8,132
McHenry	37,040	— 0.7	10,690	2,535	9,402	9,806	912	14,687
McLean	66,366	—10.2	19,480	3,899	18,907	19,482	1,504	28,383
Macon	See Listing—End of State							
Macoupin	40,954	—11.6	11,320	3,180	11,247	11,554	913	9,668
Madison	See Listing—End of State							
Marion	40,962	—14.6	10,590	2,946	10,687	11,147	921	18,960
Marshall	11,547	—12.4	3,300	1,181	3,297	3,370	295	3,212
Mason	13,990	— 8.9	3,880	1,322	3,739	3,839	372	4,015
Massac	13,195	—11.7	2,930	1,096	2,915	2,985	308	2,563
Menard	8,659	—18.8	2,350	980	2,539	2,582	217	2,326
Mercer	15,921	—10.1	4,540	1,925	4,464	4,540	342	3,922
Monroe	11,817	— 7.3	2,670	1,403	2,552	2,588	254	3,149
Montgomery	29,029	—15.9	7,930	2,816	8,164	8,438	669	8,811
Morgan	32,038	—11.9	7,770	2,058	7,714	7,932	643	11,821
Moultrie	11,474	—14.9	3,020	1,278	3,101	3,177	231	2,450
Ogle	28,205	— 5.6	8,330	2,780	7,820	8,010	500	7,857
Peoria	See Listing—End of State							
Perry	20,834	—11.1	5,020	1,557	4,885	5,075	422	5,220
Piatt	12,559	—14.3	3,570	1,250	3,651	3,717	256	3,018
Pike	21,443	—15.4	5,440	2,836	5,581	5,720	494	4,878
Pope	6,087	—23.9	1,260	1,237	1,417	1,466	106	802
Pulaski	13,600	—14.3	2,460	958	2,480	2,563	242	1,668
Putnam	4,514	—14.7	1,210	505	1,243	1,278	97	754
Randolph	29,714	—11.6	6,400	2,161	6,285	6,528	518	6,006
Richland	15,009	—12.4	3,950	1,833	3,951	4,034	336	4,898
Rock Island	See Listing—End of State							
St. Clair	See Listing—End of State							
Saline	31,660	—16.8	8,070	2,116	8,319	8,682	619	8,927
Sangamon	See Listing—End of State							
Schuyler	9,451	—17.3	2,450	1,509	2,585	2,629	177	1,914
Scott	6,736	—17.6	1,700	798	1,775	1,847	155	1,459
Shelby	22,838	—13.1	6,250	3,458	6,279	6,446	486	4,491
Stark	7,764	—12.6	2,180	955	2,199	2,248	205	2,007
Stephenson	37,934	— 6.7	2,310	2,594	10,610	10,823	844	15,619
Tazewell	See Listing—End of State							
Union	19,188	—10.9	3,710	1,724	3,595	3,750	291	4,178
Vermilion	76,665	—11.7	21,380	3,330	21,304	21,819	1,610	27,350
Wabash	12,915	— 5.0	3,440	907	3,219	3,305	262	3,989
Warren	19,104	—10.3	5,610	1,839	5,458	5,609	460	7,189
Washington	13,946	—11.7	3,160	1,999	3,139	3,225	326	2,882
Wayne	18,952	—14.2	4,330	3,388	4,344	4,512	301	4,005
White	20,092	+ 0.3	4,860	1,883	4,314	4,423	411	4,396
Whiteside	41,708	— 3.8	12,050	2,682	11,040	11,363	823	13,963
Will	119,685	+ 4.8	31,380	2,999	26,692	27,285	1,843	35,388
Williamson	46,070	—14.0	12,060	2,405	11,609	12,063	792	10,760
Winnebago	See Listing—End of State							
Woodford	17,334	— 9.4	4,770	1,942	4,589	4,724	346	5,276

County / City	POPULATION 1943*	% Change 1940-43	Radio Daily Homes 1944	No. of Farms	RADIO HOMES 1940 Census	RADIO HOMES NAB Projection	RETAIL—SERVICE Stores	RETAIL—SERVICE Sales
METROPOLITAN DISTRICTS—COUNTIES								
CHICAGO (Cook, DuPage, Lake; Lake, Ind.) ..	4,531,674	— 0.9	1,320,240	9,012	1,184,987	1,211,233	89,645	2,149,644
DECATUR (Macon)	83,178	— 1.8	24,440	2,335	22,033	22,627	1,542	37,018
PEORIA (Peoria, Tazewell) ...	202,177	— 4.5	57,900	4,812	53,555	55,224	3,611	85,562
ROCKFORD (Winnebago) .	124,779	+ 3.0	37,510	2,110	32,303	33,194	2,209	51,803
SPRINGFIELD (Sangamon ..	115,540	— 2.0	32,840	3,131	28,802	30,404	2,063	48,298
TOTAL STATE..	7,622,739	— 3.3	2,191,320	213,439	1,974,604	2,023,969	151,829	$3,152,602

NOTE: Rock Island County contained in Davenport-Rock Island, Moline Metropolitan District and listed under Iowa. Madison, St. Clair Counties contained in St. Louis, Mo. Metropolitan District. Listed under Mo.

* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by **RADIO DAILY** from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

INDIANA

Population 1943* **3,396,878**
Radio Homes, 1944 (RADIO DAILY Estimate) **926,280**
No. of Farms, 1940 ..... **184,549**

County	POPULATION 1943*	% Change 1940-43	Radio Daily Homes 1944	No. of Farms	RADIO HOMES 1940 Census	RADIO HOMES NAB Projection	RETAIL—SERVICE Stores	RETAIL—SERVICE Sales
Adams	20,135	— 5.3	5,080	1,999	4,779	4,836	352	$5,041
Allen	See Listing—End of State							
Bartholomew ...	30,275	+ 7.1	8,150	1,815	6,790	6,963	520	8,519
Benton	10,509	— 5.5	2,880	1,101	2,678	2,770	206	3,414
Blackford	12,340	—10.5	3,570	941	3,538	3,603	260	3,881
Boone	20,967	— 5.0	6,320	2,643	5,891	6,023	416	6,129
Brown	4,988	—19.4	890	883	952	982	86	546
Carroll	13,835	—10.2	3,890	1,742	3,837	3,891	300	3,632
Cass	33,411	— 9.5	9,450	2,202	9,223	9,454	696	11,920
Clark	See Listing—End of State							
Clay	21,971	—13.4	5,670	2,153	5,728	5,839	411	6,048
Clinton	26,394	— 7.1	7,780	2,050	7,340	7,551	517	9,838
Crawford	8,281	—18.6	1,520	1,509	1,656	1,673	209	1,058
Daviess	26,659	+ 1.9	6,210	2,434	5,364	5,546	427	5,557
Dearborn	See Listing—End of State							
Decatur	15,810	—10.8	3,940	1,745	3,912	3,980	392	4,900
DeKalb	22,926	— 7.4	6,580	2,124	6,193	6,392	521	7,228
Delaware	75,043	+ 0.1	22,350	2,462	19,877	20,316	1,407	27,577
Dubois	19,512	—13.6	4,010	1,902	4,067	4,176	437	4,786
Elkhart	70,504	— 2.9	20,050	3,182	18,372	18,744	1,307	26,399
Fayette	19,754	+ 1.8	5,510	986	4,839	4,925	300	5,442
Floyd	See Listing—End of State							
Fountain	13,497	—26.2	3,820	1,621	4,450	4,536	347	4,826
Franklin	12,967	—10.0	2,810	1,860	2,766	2,811	235	2,428
Fulton	13,744	—11.8	3,980	1,967	3,999	4,066	327	4,114
Gibson	27,843	— 9.3	6,990	2,290	6,812	6,924	540	6.030
Grant	54,596	— 2.2	15,800	2,547	14,058	14,635	1,093	18,231
Greene	32,375	+ 3.3	8,040	3,060	6,922	7,121	596	6,384
Hamilton	23,313	— 5.3	6,940	2,573	6,494	6,595	492	6,602
Hancock	17,093	— 1.2	5,050	1,837	4,514	4,639	361	4,658
Harrison	15,873	— 7.2	3,120	2,586	2,961	3,030	253	2,201
Hendricks	19,323	— 4.1	5,390	2,396	4,949	5,083	381	4,453
Henry	39,127	— 2.7	11,040	2,320	10,140	10,323	727	11,230
Howard	45,828	— 4.0	13,370	1,880	12,300	12,614	907	17,001
Huntington	27,542	— 8.0	8,010	2,400	7,702	7,854	603	9,197
Jackson	24,769	— 6.9	5,990	2,286	5,703	5,816	534	6,630
Jasper	13,838	— 3.9	3,560	1,782	3,214	3,354	260	3,891
Jay	20,728	— 8.3	6,020	2,431	5,713	5,902	467	6,384
Jefferson	19,971	+ 0.3	4,440	2,113	3,930	4,041	385	4,488
Jennings	12,563	— 8.2	2,350	1,748	2,252	2,299	185	2,279
Johnson	24,583	+ 9.3	5,610	1,945	5,415	5,558	429	5,991
Knox	39,933	— 9.2	10,410	2,224	9,955	10,310	916	13,226
Kosciusko	27,176	— 8.1	7,680	3,192	7,381	7,530	510	8,232
Lagrange	12,959	— 9.7	2,890	1,821	2,846	2,885	281	3,191
Lake	See Listing—End of State							
La Porte	67,961	+ 6.8	18,270	2,476	15,219	15,616	1,184	23,006
Lawrence	31,884	— 9.0	7,840	2,126	7,655	7,766	551	7,319
Madison	89,824	+ 1.4	26,280	3,336	22,920	23,677	1,736	30,737
Marion	See Listing—End of State							
Marshall	24,230	— 6.6	6,550	2,560	6,094	6,362	531	7,290
Martin	9,731	— 5.5	1,750	1,165	1,648	1,680	161	1,491
Miami	25,861	— 7.4	7,600	2,069	7,215	7,382	547	7,917
Monroe	36,178	— 1.0	8,870	2,119	7,868	8,143	580	11,637

County	POPULATION 1943*	% Change 1940-43	Radio Daily Homes 1944	No. of Farms	RADIO HOMES 1940 Census	NAB Projection	RETAIL—SERVICE Stores	Sales
Montgomery	24,857	— 8.7	7,410	2,456	7,160	7,341	630	9,012
Morgan	19,458	— 1.7	4,770	2,069	4,296	4,415	392	5,203
Newton	9,442	—12.4	2,530	1,051	2,479	2,584	226	3,183
Noble	20,397	—10.4	5,750	2,175	5,634	5,748	513	6,288
Ohio	3,457	— 8.6	870	498	854	863	76	636
Orange	14,723	—15.0	3,260	2,030	3,339	3,430	300	3,545
Owen	10,413	—13.9	2,260	1,702	2,296	2,351	241	2,398
Parke	14,672	—15.5	3,670	1,971	3,814	3,899	335	3,586
Perry	15,015	—15.5	2,880	1,609	3,033	3,068	341	2,674
Pike	14,492	—15.0	3,200	1,557	3,242	3,361	333	3,051
Porter	29,517	+ 6.0	8,110	1,879	6,867	6,985	583	8,995
Posey	18,293	— 4.6	4,300	1,679	4,000	4,095	334	3,674
Pulaski	11,135	— 7.6	2,620	1,650	2,493	2,565	226	2,942
Putnam	19,508	— 6.4	5,060	2,409	4,867	4,914	402	4,975
Randolph	22,984	—14.1	6,750	2,886	6,854	7,031	553	7,025
Ripley	16,046	—15.1	3,610	2,634	3,722	3,805	399	4,290
Rush	17,223	— 9.0	4,830	1,769	4,712	4,785	378	4,752
St. Joseph	See Listing—End of State							
Scott	9,802	+ 9.2	2,270	965	1,888	1,904	151	1,607
Shelby	23,364	—10.0	6,710	2,273	6,547	6,705	472	8,241
Spencer	14,219	—12.3	2,900	2,024	2,872	2,956	297	2,101
Starke	14,291	+16.6	3,390	1,534	2,615	2,665	279	3,218
Steuben	12,195	—11.2	3,500	1,507	3,455	3,532	393	5,033
Sullivan	22,572	—16.4	5,760	2,641	5,940	6,123	473	5,054
Switzerland	6,837	—16.3	1,640	1,503	1,676	1,743	166	902
Tippecanoe	55,317	+ 8.4	15,620	2,039	12,781	13,247	829	23,420
Tipton	13,075	—13.6	3,770	1,441	3,872	3,930	284	3,475
Union	5,339	—11.3	1,530	684	1,522	1,543	86	1,555
Vanderburgh	See Listing—End of State							
Vermillion	19,091	—12.4	5,290	1,100	5,297	5,401	479	5,049
Vigo	See Listing—End of State							
Wabash	24,907	— 6.4	7,130	2,210	6,708	6,856	589	8,488
Warren	7,861	—13.2	1,950	1,184	2,075	2,113	127	1,268
Warrick	17,985	— 7.5	4,080	2,051	3,833	3,998	301	3,438
Washington	15,349	— 9.8	3,310	2,470	3,210	3,309	294	2,653
Wayne	59,294	+ 0.1	16,850	2,182	14,864	15,315	1,190	21,734
Wells	17,134	—10.3	4,910	2,256	4,776	4,912	291	4,842
White	14,825	—13.0	4,070	1,715	4,055	4,199	396	4,379
Whitley	15,769	— 7.2	4,490	2,022	4,280	4,356	332	4,471
City	**METROPOLITAN DISTRICTS—COUNTIES**							
EVANSVILLE (Vanderburgh, Henderson, Ky.)	171,613	+ 8.8	44,410	3,626	36,358	37,312	2,772	56,684
FORT WAYNE (Allen)	154,597	— 0.3	44,110	1,999	39,150	40,101	2,885	64,856
INDIANAPOLIS (Marion)	498,094	+ 8.9	147,810	3,083	120,282	124,210	8,719	215,676
SOUTH BEND (St. Joseph)	165,621	+ 2.3	46,150	2,783	40,180	41,204	2,844	63,459
TERRE HAUTE (Vigo)	95,271	— 4.5	27,470	2,094	25,651	26,153	2,037	39,110
TOTAL STATE	3,396,878	— 0.8	926,280	184,549	826,603	848,325	63,978	$1,130,510

NOTE: Lake County contained in Chicago Metropolitan District, listed under Ill. Clark, Floyd Counties contained in Louisville, Ky. Metropolitan District, listed under Ky. Dearborn County contained in Cincinnati Metropolitan District, listed under Ohio.

* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by **RADIO DAILY** from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

IOWA

Population 1943* 2,308,748
Radio Homes, 1944 (RADIO DAILY Estimate) 638,790
No. of Farms, 1940 213,318

County	POPULATION 1943*	% Change 1910-43	Radio Daily Homes 1944	No. of Farms	RADIO HOMES 1940 Census	NAB Projection	RETAIL—SERVICE Stores	Sales
Adair	11,872	—10.0	3,300	2,098	3,222	3,299	288	$3,124
Adams	8,552	—15.8	2,420	1,582	2,491	2,570	202	2,106
Allamakee	15,079	—12.2	3,700	2,088	3,665	3,777	381	4,565
Appanoose	19,834	—18.2	5,200	2,092	5,544	5,647	484	5,649
Audubon	10,648	— 9.7	2,850	1,820	2,790	2,854	251	3,171
Benton	20,197	—11.7	5,750	2,490	5,762	5,866	506	6,851
Black Hawk	See Listing—End of State							
Boone	26,141	—12.2	7,090	2,504	7,043	7,232	592	9,013
Bremer	15,888	—11.4	4,300	2,060	4,332	4,399	358	6,213
Buchanan	18,895	—10.0	4,770	2,367	4,655	4,765	438	5,044
Buena Vista	16,829	—15.2	4,890	2,110	5,054	5,148	528	7,599

County	POPULATION 1943*	% Change 1940-43	Radio Daily Homes 1944	No. of Farms	RADIO HOMES 1940 Census	RADIO HOMES NAB Projection	RETAIL—SERVICE Stores	RETAIL—SERVICE Sales
Butler	15,719	—12.6	4,240	2,361	4,328	4,373	358	4,503
Calhoun	15,424	—12.3	4,410	2,097	4,398	4,496	457	5,401
Carroll	20.438	—10.2	5,320	2,119	5,216	5,323	515	8,004
Cass	16,509	—11.5	4,770	2,205	4,773	4,863	587	7,249
Cedar	14,429	—14.5	4,070	2,227	4,087	4,286	336	5,144
Cerro Gordo	39,174	—10.7	10,810	1,996	10,721	10,922	900	20,010
Cherokee	16,189	—15.9	4,050	1,824	4,174	4,307	399	5,985
Chickasaw	13,202	—13.3	4,180	2,053	3,510	3,576	337	4,032
Clarke	8,149	—17.0	2,380	1,450	2,450	2,573	191	2,296
Clay	15,197	—14.4	4,340	1,840	4,395	4,520	428	8,123
Clayton	27,343	+12.4	6,310	2,970	5,504	5,591	551	5,470
Clinton	42,462	— 5.1	12,120	2,649	11,313	11,541	988	17,062
Crawford	17,961	—12.5	4,550	2,507	4,708	4,790	443	5,446
Dallas	21,653	—12.2	6,360	2,448	6,380	6,489	510	7,530
Davis	9,376	—15.8	2,350	1,852	2,430	2,498	198	2,039
Decatur	12,603	—10.1	3,150	1,919	3,060	3,147	279	2,948
Delaware	15,099	—18.3	3,960	2,248	4,246	4,300	350	4,524
Des Moines	42,144	+14.5	12,230	1,726	9,523	9,777	706	14,638
Dickinson	9,876	—18.9	2,770	1,256	2,946	3,035	378	4,168
Dubuque	59,898	— 6.1	15,170	2,303	14,322	14,587	1,148	24,822
Emmet	11,460	—14.5	3,070	1,315	3,121	3,228	307	5,136
Fayette	26,178	—10.2	7,010	3,109	6,906	7,013	605	8,748
Floyd	17,339	—14.0	5,000	1,897	5,046	5,208	443	6,298
Franklin	14,373	—12.2	4,020	2,158	3,995	4,102	296	4,831
Fremont	12,228	—16.5	3,290	1,742	3,464	3,539	337	2,633
Greene	13,145	—20.8	3,880	2,159	4,262	4,357	392	4,658
Grundy	12,376	— 8.4	3,420	1,788	3,384	3,494	295	3,940
Guthrie	14,669	—14.8	3,400	2,394	4,074	4,206	463	3,790
Hamilton	17,236	—13.5	4,820	2,161	4,925	5,024	403	6,263
Hancock	13,687	—11.1	3,560	1,998	3,568	3,633	295	4,243
Hardin	20,362	— 9.6	5,810	2,062	5,555	5,810	574	8,545
Harrison	19,453	—14.6	4,730	2,637	4,857	4,984	510	5,236
Henry	18,123	+ 0.7	4,650	1,866	4,099	4,186	316	4,033
Howard	11,970	—11.5	3,030	1,749	3,024	3,095	268	3,426
Humboldt	11,559	—14.1	3,130	1,425	3,060	3,264	333	3,849
Ida	9,172	—17.0	2,590	1,389	2,711	2,782	263	3,232
Iowa	15,073	—11.4	4,060	2,155	4,031	4,099	359	5,171
Jackson	17,437	— 9.1	4,570	2,227	4,407	4,528	433	5,707
Jasper	27,929	—11.3	7,950	2,988	7,843	8,032	529	8,315
Jefferson	14,016	—11.1	3,960	1,782	3,836	3,997	343	4,468
Johnson	32,270	— 2.8	8,890	2,573	8,117	8,307	572	14,254
Jones	17,891	—10.3	4,540	2,139	4,434	4,540	382	5,259
Keokuk	15,892	—13.7	4,610	2,532	4,707	4,799	401	4,872
Kossuth	23,604	—11.4	5,870	3,106	5,772	5,933	522	7,925
Lee	40,102	— 2.4	10,570	2,106	9,611	9,952	840	12,552
Linn	See Listing—End of State							
Louisa	10,353	— 9.1	2,770	1,306	2,682	2,746	230	3,083
Lucas	11,472	—21.3	3,230	1,665	3,548	3,628	250	3,759
Lyon	13,357	—13.1	3,250	1,870	3,236	3,369	357	3,422
Madison	12,154	—16.3	3,320	2,088	3,430	3,533	280	3,649
Mahaska	22,691	—14.3	6,550	2,728	6,687	6,824	449	7,957
Marion	23,201	—14.1	6,160	2,459	6,125	6,427	550	7,235
Marshall	31,873	—10.0	9,120	2,302	8,934	9,117	712	14,134
Mills	12,971	—13.9	3,010	1,500	3,046	3,136	299	3,285
Mitchell	12,423	—12.0	3,320	1,738	3,323	3,390	294	3,937
Monona	14,525	—20.4	3,990	2,091	3,874	4,032	368	4,407
Monroe	11,904	—18.2	3,040	1,643	3,174	3,300	263	2,893
Montgomery	13,695	—12.8	4,110	1,633	4,131	4,238	397	5,359
Muscatine	28,915	— 7.6	8,630	1,744	8,210	8,375	686	11,038
O'Brien	16,166	—16.2	4,560	1,986	4,689	4,845	520	6,858
Osceola	9,360	—11.8	2,380	1,306	2,380	2,425	225	3,099
Page	21,632	—13.1	5,780	2,100	5,772	5,952	628	11,026
Palo Alto	14,107	—12.8	3,500	1,864	3,498	3,612	346	4,756
Plymouth	20,569	—12.5	5,050	2,842	5,249	5,373	422	6,216
Pocahontas	14,055	—13.6	3,780	2,039	3,815	3,934	349	4,471
Polk	See Listing—End of State							
Pottawattamie	See Listing—End of State							
Poweshiek	17,008	— 9.3	4,990	2,161	4,808	4,937	342	5,713
Ringgold	9,171	—17.7	2,490	1,853	2,617	2,710	177	1,893
Sac	15,360	—12.9	4,280	2,058	4,320	4,412	390	5,241
Scott	See Listing—End of State							
Shelby	15,586	— 6.8	3,970	2,148	3,783	3,854	414	4,557
Sioux	24,363	—10.5	5,720	3,028	5,659	5,776	603	6,498
Story	33,172	— 0.8	9,570	2,292	8,478	8,773	815	14,447
Tama	19,167	—14.5	5,390	2,724	5,570	5,670	499	5,954
Taylor	12,081	—15.3	3,330	2,208	3,440	3,505	344	2,625
Union	13,744	—15.6	4,050	1,603	4,142	4,303	377	5,145
Van Buren	10,650	—11.6	3,000	1,756	2,997	3,063	262	2,151
Wapello	44,293	—	11,480	2,008	11,249	11,479	767	14,947
Warren	15,581	—11.9	4,240	2,487	4,195	4,321	458	3,899
Washington	17,139	—14.5	4,750	2,266	4,909	5,002	389	6,708

County	POPULATION 1943*	% Change 1940-43	Radio Daily Homes 1944	No. of Farms	RADIO HOMES 1940 Census	RADIO HOMES NAB Projection	RETAIL—SERVICE Stores	RETAIL—SERVICE Sales
Wayne	11,205	—15.8	3,120	1,740	3,341	3,400	264	2,511
Webster	36,486	—12.1	10,360	2,678	10,444	10,568	808	18,315
Winnebago	10,512	—24.8	2,670	1,646	3,047	3,152	317	4,719
Winneshiek	19,430	—12.7	4,910	2,887	4,959	5,060	438	5,777
Woodbury	See Listing—End of State							
Worth	10,087	—11.9	2,620	1,533	2,629	2,670	223	2,581
Wright	17,137	—14.5	4,830	1,987	4,967	5,085	425	5,920
City	**METROPOLITAN DISTRICTS—COUNTIES**							
CEDAR RAPIDS (Linn)	86,918	— 2.5	26,210	3,728	23,922	24,490	1,808	41,370
DAVENPORT (Scott; Rock Island, Ill.) DOCK ISLAND, ILL. MOLINE, ILL.	203,288	+ 2.8	59,620	4,111	51,786	52,760	3,763	83,132
DES MOINES (Polk)	190,218	— 2.2	57,317	3,139	51,022	53,129	3,972	94,342
SIOUX CITY (Woodbury)	94,449	— 8.9	26,230	3,192	25,208	25,966	2,207	47,338
WATERLOO (Black Hawk)	77,075	— 3.6	22,860	2,494	21,084	21,563	1,446	37,097
TOTAL STATE	2,308,748	— 9.0	638,790	213,318	617,006	633,168	52,780	$870,632

NOTE: Pottawattamie County contained in Omaha-Council Bluffs Metropolitan District. Listed under Neb.

* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by **RADIO DAILY** from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

KANSAS

Population 1943* 1,707,262
Radio Homes, 1944 (RADIO DAILY Estimate) 450,421
No. of Farms, 1940 156,327

County	POPULATION 1943*	% Change 1940-43	Radio Daily Homes 1944	No. of Farms	RADIO HOMES 1940 Census	RADIO HOMES NAB Projection	RETAIL—SERVICE Stores	RETAIL—SERVICE Sales
Allen	16,220	—18.4	4,230	1,949	4,430	4,597	394	$4,603
Anderson	9,797	—16.0	2,340	1,671	2,430	2,489	242	2,310
Atchison	18,912	—14.9	5,010	1,732	5,109	5,270	442	5,683
Barber	7,506	—17.3	1,950	1,030	2,039	2,100	220	2,772
Barton	23,744	— 5.1	6,230	1,723	5,763	5,926	533	8,959
Bourbon	16,135	—23.0	4,240	2,120	4,764	4,890	474	5,493
Brown	13,472	—22.6	3,690	2,034	4,142	4,236	348	4,178
Butler	29,707	— 7.2	7,820	2,482	7,391	7,596	642	9,246
Chase	5,044	—20.5	1,240	743	1,356	1,379	110	1,122
Chautauqua	6,890	—25.4	1,540	1,134	1,754	1,796	169	1,991
Cherokee	27,255	— 8.6	6,540	2,312	6,325	6,476	505	5,063
Cheyenne	5,138	—17.4	1,120	949	1,151	1,208	119	1,476
Clark	3,305	—19.0	720	553	880	905	101	1,218
Clay	10,975	—17.4	3,180	1,809	3,365	3,420	315	3,950
Cloud	14,660	—15.0	3,920	1,938	3,974	4,123	385	4,863
Coffey	10,314	—16.0	2,500	1,956	2,596	2,661	245	2,750
Comanche	3,724	—15.6	970	547	1,023	1,034	124	1,323
Cowley	34,529	— 9.5	9,430	2,483	9,164	9,428	797	11,450
Crawford	40,502	— 8.3	11,080	2,464	10,881	11,055	1,024	12,244
Decatur	6,265	—15.7	1,460	1,174	1,453	1,552	152	1,304
Dickinson	20,523	—10.5	5,770	2,366	5,698	5,829	574	6,182
Doniphan	10,290	—20.5	2,420	1,670	2,611	2,714	251	1,707
Douglas	33,360	+32.5	9,680	1,854	6,609	6,799	527	9,078
Edwards	5,337	—16.3	1,390	827	1,446	1,479	166	1,469
Elk	6,244	—23.7	1,520	1,167	1,694	1,756	184	1,422
Ellis	15,699	—10.5	3,130	1,235	3,071	3,164	293	4,660
Ellsworth	8,473	—14.0	2,150	1,265	2,174	2,239	224	2,131
Finney	11,623	+15.2	2,760	879	2,120	2,210	209	4,511
Ford	16,980	— 1.6	4,300	1,485	3,806	3,987	398	6,798
Franklin	19,030	— 8.9	4,930	2,153	4,811	4,976	427	5,733
Geary	17,045	+52.6	5,130	687	3,104	3,178	258	4,027
Gore	4,128	—13.9	730	822	748	763	107	762
Graham	4,636	—23.6	1,210	984	1,003	1,051	105	779
Grant	1,835	— 5.7	380	272	348	363	45	431
Gray	4,842	+ 1.4	1,010	866	847	909	95	837
Greeley	1,463	—10.7	320	209	310	324	39	246
Greenwood	12,800	—22.4	3,960	1,733	3,486	3,579	362	4,054
Hamilton	2,514	— 5.0	560	379	529	536	80	762
Harper	9,454	—21.7	2,600	1,571	2,866	2,945	322	3,382
Harvey	20,033	— 7.7	5,300	1,614	5,063	5,191	429	6,655
Haskell	1,951	— 6.6	450	423	424	433	46	399
Hodgeman	3,413	— 3.5	720	759	656	675	64	421
Jackson	11,067	—17.3	2,700	2,090	2,783	2,906	276	2,241
Jefferson	10,999	—13.5	2,510	1,943	2,541	2,613	246	1,698
Jewell	9,532	—20.4	2,390	2,393	2,554	2,657	206	1,768

County	POPULATION 1943*	% Change 1940-43	Radio Daily Homes 1944	No. of Farms	RADIO HOMES 1940 Census	RADIO HOMES NAB Projection	RETAIL—SERVICE Stores	RETAIL—SERVICE Sales
Johnson	See Listing—End of State							
Kearny	2,306	— 8.7	540	471	493	538	62	411
Kingman	10,255	—14.5	2,580	1,666	2,655	2,711	268	2,691
Kiowa	4,227	—17.3	1,070	735	1,123	1,154	129	1,045
Labette	31,912	+ 5.1	8,200	2,464	7,002	7,138	602	7,931
Lane	2,470	—12.4	590	552	591	604	70	659
Leavenworth	36,468	+10.1	9,260	2,084	7,546	7,722	593	8,316
Lincoln	6,545	—21.5	1,150	1,382	1,788	1,868	156	1,302
Linn	9,961	—16.8	2,130	2,013	2,208	2,285	265	2,059
Logan	3,621	— 1.8	790	511	712	732	107	828
Lyon	22,754	—13.9	6,080	2,406	6,186	6,336	565	8,355
McPherson	22,149	— 8.3	5,870	2.575	5,586	5,751	530	6,831
Marion	16,716	—11.8	4,080	2,540	4,011	4,162	367	4,135
Marshall	17,827	—15.1	4,640	2,686	4,779	4,873	541	4,715
Meade	5,089	— 7.8	1,120	750	1,060	1,097	114	1,494
Miami	16,709	—14.3	4,040	2,216	4,144	4,203	346	3,926
Mitchell	9,642	—15.0	2,540	1,451	2,599	2,670	284	3,214
Montgomery	47,862	— 3.8	12,590	2,462	11,565	11,881	1,048	15,120
Morris	8,385	—19.1	2,180	1,414	2,334	2,388	232	2,056
Morton	2,061	— 5.7	450	334	406	437	65	538
Nemaha	14,060	—16.1	3,340	2,286	3,466	3,549	349	3,963
Neosho	19,039	—14.3	4,870	2,175	4,954	5,077	425	5,674
Ness	6,265	— 8.7	1,380	1,059	1,321	1,364	183	1,174
Norton	8,443	—14.1	1,850	1,437	1,848	1,928	164	1,930
Osage	11,810	—21.9	3,060	2,309	3,392	3,479	328	2,677
Osborne	6,870	—30.1	1,810	1,468	2,220	2,271	238	2,062
Ottawa	7,458	—19.1	2,140	1,468	2,294	2,356	191	1,662
Pawnee	9,062	—12.0	2,080	1,102	2,073	2,125	206	2,933
Phillips	8,625	—17.3	1,100	1,657	2,133	2,256	254	2,134
Pottawatomie	11,905	—15.1	2,870	1.985	2,954	3,020	302	3,018
Pratt	11,488	— 7.0	2,960	1,118	2,897	3,045	299	4,399
Rawlins	5,036	—23.9	1,170	1,154	1,340	1,379	137	1,123
Reno	50,029	— 4.1	13,660	3,265	12,483	12,887	1,152	19,886
Republic	10,751	—18.1	2,800	2,209	2,974	3,043	306	2,603
Rice	14,374	—16.5	4,100	1,487	4,291	4,403	382	5,173
Riley	22,386	+ 8.7	6,280	1,495	5,171	5,274	476	8,499
Rooks	7,567	—10.9	1,840	1,250	1,743	1,822	189	1,692
Rush	6,873	—17.0	1,810	1,128	1,664	1,695	189	1,597
Russell	11,882	—11.7	3,050	1.270	3,037	3,109	298	3,729
Saline	33,384	+13.0	9,470	1,667	7,315	7,677	732	12,318
Scott	3,663	— 2.9	870	528	790	813	92	1,074
Sedgwick	See Listing—End of State							
Seward	7,622	+16.5	1,910	478	1,425	1,500	171	3,181
Shawnee	See Listing—End of State							
Sheridan	4,244	—20.1	810	929	854	885	93	719
Sherman	5,931	— 7.6	1,430	705	1,359	1,402	144	2,051
Smith	8,365	—21.0	2,020	1,963	2,201	2,269	223	1,768
Stafford	8,849	—15.6	2,330	1,312	2,351	2,475	196	2,646
Stanton	1,456	+ 0.9	270	223	244	252	36	378
Stevens	2,767	—13.3	600	433	604	620	63	633
Sumner	21,686	—17.1	5,960	2,840	6,313	6,469	481	6,114
Thomas	5,957	— 7.3	1,510	955	1,425	1,466	175	2,175
Trego	4,466	—23.3	990	884	1,110	1,130	124	1,096
Wabaunsee	7,383	—19.9	1,700	1.516	1,858	1,883	209	1,541
Wallace	1,953	—11.9	420	328	416	428	48	387
Washington	12,750	—19.9	3,140	2,630	3,406	3,486	332	2,547
Wichita	1,963	—10.2	420	395	409	423	46	614
Wilson	14,935	—15.7	3,840	1,856	3,952	4,076	340	3,504
Woodson	6,411	—20.0	1,480	1,091	1,616	1,648	219	1,401
Wyandotte	See Listing—End of State							
City	**METROPOLITAN DISTRICTS—COUNTIES**							
TOPEKA (Shawnee)	85,526	— 6.3	24,920	2,200	23,202	23,955	1,797	35,534
WICHITA (Sedgwick)	189,995	+32.6	54,870	3,290	36,943	38,356	3,172	62,794
TOTAL STATE	1,707,262	— 4.6	450,421	156,327	411,984	424,457	37,592	$503,948

NOTE: Johnson and Wyandotte Counties contained in Kansas City, Mo.-Kansas City, Kans. Metropolitan District. Listed under Mo.

* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by **RADIO DAILY** from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

KENTUCKY

Population 1943* 2,607,673
Radio Homes, 1944 (RADIO DAILY Estimate) 478,740
No. of Farms, 1940 252,894

County	POPULATION 1943*	POPULATION % Change 1940-43	Radio Daily Homes 1944	No. of Farms	RADIO HOMES 1940 Census	RADIO HOMES NAB Projection	RETAIL—SERVICE Stores	RETAIL—SERVICE Sales
Adair	16,214	—12.7	1,870	3,331	1,902	1,925	252	$1,388
Allen	13,205	—14.8	1,770	2,709	1,841	1,862	213	1,876
Anderson	7,990	—10.6	1,750	1,480	1,718	1,762	105	1,382
Ballard	8,650	— 8.8	1,650	1,387	1,553	1,636	150	987
Barren	24,989	— 9.3	4,270	4,264	4,138	4,232	393	5,141
Bath	9,847	—14.0	1,650	1,686	1,577	1,636	146	965
Bell	41,895	— 4.4	5,250	1,385	5,026	5,195	443	7,441
Boone	10,240	— 5.4	2,200	1,443	2,232	2,289	170	1,197
Bourbon	16,150	— 9.9	3,830	1,343	3,513	3,616	207	3,454
Boyd	See Listing—End of State							
Boyle	16,248	— 4.8	3,560	1,307	3,238	3,383	280	5,302
Bracken	8,145	—13.2	1,810	1,370	1,798	1,866	173	1,364
Breathitt	18,547	—22.5	900	3,663	1,003	1,030	379	980
Breckinridge	15,104	—14.9	2,270	2,814	2,346	2,381	292	1,537
Bullitt	8,854	— 6.9	1,540	1,177	1,475	1,491	111	987
Butler	11,098	—22.8	1,110	2,091	1,254	1,280	246	723
Caldwell	13,017	—10.2	2,360	1,572	2,291	2,361	180	2,281
Calloway	16,863	—11.4	3,090	3,040	2,995	3,118	295	3,040
Campbell	See Listing—End of State							
Carlisle	6,189	—19.1	1,130	1,143	1,192	1,242	94	787
Carroll	7,558	—12.7	1,610	953	1,667	1,692	153	2,095
Carter	21,786	—14.7	2,000	2,858	2,676	2,738	289	2,148
Casey	16,487	—17.4	1,550	3,389	1,635	1,672	197	937
Christian	36,439	+ 0.9	5,610	3,027	4,906	5,061	519	7,083
Clark	16,399	— 8.8	3,630	1,605	3,431	3,592	316	4,444
Clay	19,716	—17.5	1,410	3,574	1,496	1,530	259	1,123
Clinton	9,393	— 8.6	990	1,574	959	978	128	727
Crittenden	10,082	—16.8	1,900	1,641	2,006	2,040	166	1,476
Cumberland	9,767	—18.1	990	1,964	1,055	1,075	153	866
Daviess	48,937	— 6.5	10,610	3,294	9,928	10,299	792	14,220
Edmonson	9,091	—19.9	1,020	1,818	1,117	1,132	185	693
Elliott	6,732	—22.7	630	1,487	707	718	116	422
Estill	14,645	—18.5	1,670	1,940	1,784	1,821	231	1,896
Fayette	81,324	+ 3.1	19,490	1,198	16,678	17,249	1,125	36,564
Fleming	11,360	—14.8	2,140	2,433	2,166	2,259	244	1,753
Floyd	44,590	—15.8	5,670	4,026	5,906	6,031	585	5,846
Franklin	21,426	— 8.1	4,920	1,363	4,748	4,820	335	7,189
Fulton	13,920	— 9.7	2,560	1,020	2,486	2,559	339	4,012
Gallatin	3,271	—24.1	600	729	660	701	79	626
Garrard	10,321	—13.3	1,790	1,922	1,817	1,848	149	1,669
Grant	8,742	—11.5	1,770	1,545	1,772	1,802	183	1,792
Graves	28,507	—10.3	5,500	4,247	5,305	5,503	492	5,901
Grayson	15,000	—14.6	1,760	2,916	1,804	1,847	288	1,673
Green	10,680	—13.3	1,540	2,605	1,547	1,586	181	930
Greenup	18,842	—24.4	2,970	2,094	3,395	3,463	272	2,027
Hancock	5,653	—17.0	890	1,086	939	962	104	693
Hardin	29,917	+40.4	5,610	2,836	3,605	3,740	425	5,673
Harlan	66,040	—12.3	10,270	1,638	10,204	10,484	663	14,272
Harrison	12,486	—17.4	2,930	2,568	2,973	3,144	280	3,945
Hark	14,391	—16.5	2,020	2,979	2,121	2,172	255	1,666
Henderson	See Listing—End of State							
Henry	11,061	— 9.5	2,320	1,501	2,293	2,321	179	1,822
Hickman	6,944	—24.0	1,260	1,388	1,384	1,440	100	1,018
Hopkins	32,720	—13.4	6,470	2,343	6,546	6,667	531	7,558
Jackson	11,822	—27.6	900	2,535	1,049	1,100	168	793
Jefferson	See Listing—End of State							
Jessamine	10,707	—12.1	2,160	1,148	2,172	2,202	223	2,284
Johnson	21,503	—16.6	2,600	2,644	2,757	2,800	293	3,367
Kenton	See Listing—End of State							
Knott	16,957	—15.2	1,220	2,645	1,276	1,289	226	778
Knox	23,870	—23.1	2,470	3,432	2,766	2,831	326	2,219
Larue	9,022	— 6.2	1,500	1,332	1,424	1,445	158	1,226
Laurel	21,138	—17.6	2,260	3,631	2,404	2,462	266	2,357
Lawrence	13,363	—22.6	1,490	2,508	1,668	1,712	215	1,139
Lee	8,619	—20.6	850	1,396	936	957	146	770
Leslie	12,696	—15.3	590	2,334	611	622	148	562
Letcher	35,077	—13.6	4,460	2,670	4,455	4,642	450	4,672
Lewis	12,985	—17.2	1,700	2,288	1,722	1,824	157	916
Lincoln	16,507	—16.9	2,430	2,802	2,525	2,607	288	2,063
Livingston	8,077	—11.5	1,280	1,257	1,282	1,307	92	614
Logan	20,350	—12.8	3,380	3,045	3,378	3,486	316	3,310
Lyon	7,855	—13.4	1,030	914	974	1,062	77	826
McCracken	45,210	— 6.8	9,880	1,937	9,318	9,595	780	15,917
McCreary	15,416	— 6.3	1,640	1,675	1,536	1,573	203	1,682
McLean	9,386	—18.0	1,780	1,397	1,891	1,933	158	1,103
Madison	29,801	+ 4.4	4,940	3,643	4,163	4,341	408	5,760

County	POPULATION 1943*	% Change 1940-43	Radio Daily Homes 1944	No. of Farms	RADIO HOMES 1940 Census	RADIO HOMES NAB Projection	RETAIL—SERVICE Stores	RETAIL—SERVICE Sales
Magoffin	12,982	—25.8	980	2,670	1,016	1,039	245	673
Marion	14,848	—12.2	2,260	2,122	2,243	2,303	169	2,375
Marshall	13,431	—19.1	2,370	2,182	2,518	2,601	211	1,667
Martin	8,771	—20.0	630	1,394	680	699	107	413
Mason	17,313	— 9.2	3,770	1,530	3,648	3,730	375	5,450
Meade	8,016	— 9.2	1,340	1,295	1,309	1,322	130	910
Menifee	4,425	—22.2	380	950	405	415	68	341
Mercer	13,129	—10.3	2,830	1,932	2,760	2,835	218	2,761
Metcalfe	8,942	—17.3	1,180	2,205	1,237	1,275	112	517
Monroe	13,175	— 6.4	1,670	2,322	1,576	1,604	259	1,128
Montgomery	11,211	— 8.7	2,030	1,100	1,965	2,007	209	2,732
Morgan	12,773	—24.1	1,080	3,008	1,197	1,248	270	830
Muhlenberg	30,809	—18.0	4,780	2,868	4,870	4,976	416	5,066
Nelson	16,855	— 6.4	2,790	1,968	2,614	2,678	200	2,532
Nicholas	7,073	—17.9	1,570	1,485	1,668	1,705	110	1,159
Ohio	18,112	—25.8	2,640	3,429	3,080	3,133	412	2,119
Oldham	10,449	— 2.5	1,610	802	1,472	1,504	107	1,135
Owen	9,076	—17.1	1,780	1,993	1,877	1,917	123	1,367
Owsley	6,767	—24.5	540	1,713	618	633	116	378
Pendleton	8,512	—18.1	1,820	1,741	1,924	1,973	156	1,444
Perry	42,871	—10.4	5,530	3,268	5,438	5,535	512	7,621
Pike	65,602	— 7.8	7,430	6,633	7,115	7,284	770	8,067
Powell	5,830	—24.0	550	947	588	613	92	302
Pulaski	32,396	—18.7	4,260	5,186	4,611	4,681	510	4,482
Robertson	2,822	—17.4	610	737	640	659	64	426
Rockcastle	14,452	—15.8	1,170	2,366	1,207	1,240	255	1,062
Rowan	11,107	—12.8	1,460	1,345	1,473	1,500	217	1,675
Russell	12,451	— 8.5	1,200	2,194	1,172	1,187	173	915
Scott	12,826	—10.4	2,890	1,617	2,800	2,892	195	2,811
Shelby	16,149	— 9.1	3,540	2,086	3,384	3,506	207	3,723
Simpson	10,405	—11.5	1,910	1,484	1,818	1,868	176	2,229
Spencer	5,585	—17.3	980	1,115	1,043	1,058	68	644
Taylor	12,645	— 6.7	2,070	1,829	1,961	2,013	178	1,917
Todd	12,982	— 8.8	1,790	1,766	1,713	1,771	196	1,507
Trigg	10,179	—20.4	1,400	1,609	1,527	1,553	104	1,050
Trimble	4,813	—14.1	930	1,084	930	973	81	324
Union	16,735	— 3.9	3,240	1,217	2,970	3,057	224	2,711
Warren	33,226	— 9.3	6,050	3,608	5,787	5,987	626	8,674
Washington	11,650	—10.1	1,990	2,143	1,961	1,997	149	1,854
Wayne	15,278	—11.2	1,450	2,437	1,357	1,466	177	1,385
Webster	16,753	—12.7	2,970	1,647	2,977	3,066	282	2,840
Whitley	28,236	—14.8	3,260	2,796	3,340	3,434	469	5,128
Wolfe	8,294	—17.0	610	1,642	646	654	108	390
Woodford	10,714	— 9.6	2,190	820	2,109	2,194	159	2,088
City	**METROPOLITAN DISTRICTS—COUNTIES**							
LOUISVILLE (Jefferson; Clark; Floyd, Ind.)	503,989	+11.7	131,870	6,229	105,487	108,086	7,865	165,965
TOTAL STATE	2,607,673	— 8.0	478,740	252,894	444,416	456,633	40,283	$554,228

NOTE: Boyd County contained in Huntington-Ashland Metropolitan District. Listed under West Virginia. Campbell, Kenton Counties contained in Cincinnati Metropolitan District. Listed under Ohio. Henderson County contained in Evansville Metropolitan District. Listed under Indiana.

* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by **RADIO DAILY** from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

LOUISIANA

Population 1943* 2,339,596
Radio Homes, 1944 (RADIO DAILY Estimate) 350,620
No. of Farms, 1940 ..... 150.007

Parish	POPULATION 1943*	% Change 1940-43	Radio Daily Homes 1944	No. of Farms	RADIO HOMES 1940 Census	RADIO HOMES NAB Projection	RETAIL—SERVICE Stores	RETAIL—SERVICE Sales
Acadia	41,712	— 9.8	4,300	3,937	4,203	4,300	627	$7,510
Allen	16,477	— 6.1	2,010	1,302	1,878	1,933	195	1,998
Ascension	20,070	— 5.4	2,170	1,411	2,012	2,060	266	2,929
Assumption	16,578	—10.6	1,380	551	1,373	1,391	204	2,380
Avoyelles	35,244	—10.2	3,510	5,242	3,395	3,511	592	4,362
Beauregard	16,786	+13.1	1,920	1,709	1,504	1,551	195	2,095
Bienville	20,516	—14.5	2,040	3,083	2,090	2,142	220	2,658
Bossier	30,160	+ 3.5	3,900	3,079	3,286	3,422	276	4,528
Caddo	See Listing—End of State							
Calcasieu	73,917	+30.8	12,950	1,776	9,043	9,179	973	16,994
Caldwell	10,331	—14.2	1,300	1,252	1,296	1,348	120	1,358
Cameron	5,493	—23.7	700	842	789	813	97	505
Catahoula	11,394	—22.1	900	2,219	915	1,019	132	1,136

Parish	POPULATION 1943*	% Change 1940-43	Radio Daily Homes 1944	No. of Farms	RADIO HOMES 1940 Census	NAB Projection	RETAIL—SERVICE Stores	Sales
Claiborne	26,271	—12.0	2,640	3,758	2,645	2,698	318	3,720
Concordia	13,195	— 9.4	1,170	1,824	1,137	1,161	167	1,913
DeSoto	27,548	—13.4	2,310	4,397	2,313	2,378	303	3,591
East Baton Rouge	112,246	+27.0	22,350	1,853	15,889	16,314	1,277	37,038
East Carroll	15,986	—16.0	1,490	2,876	1,500	1,582	159	2,239
East Feliciana	17,847	— 1.1	970	1,971	877	889	132	1,072
Evangeline	30,581	+ 0.3	2,010	4,578	1,781	1,827	409	2,613
Franklin	28,907	—10.7	2,760	5,865	2,704	2,792	267	3,346
Grant	15,751	— 1.1	1,690	1,423	1,491	1,549	177	1,651
Iberia	34,400	— 7.5	4,610	1,314	4,411	4,519	512	7,455
Iberville	24,784	— 8.5	2,540	741	2,476	2,512	351	3,681
Jackson	15,790	—11.3	2,210	1,638	2,186	2,231	156	3,029
Jefferson	See Listing—End of State							
Jefferson Davis	22,570	— 6.7	2,790	1,665	2,620	2,711	311	4,636
Lafayette	43,190	— 1.7	4,890	3,441	4,428	4,528	681	8,896
Lafourche	34,489	—10.7	3,440	1,120	3,342	3,474	401	7,309
LaSalle	12,183	+11.2	1,610	704	1,297	1,322	150	2,058
Lincoln	22,513	— 9.2	2,850	2,842	2,744	2,824	255	3,773
Livingston	16,045	— 9.8	1,770	2,162	1,757	1,771	194	1,567
Madison	16,753	— 9.2	1,580	2,524	1,533	1,561	202	2,885
Morehouse	25,786	— 6.5	2,610	3,744	2,454	2,511	210	3,845
Natchitoches	37,357	— 8.9	3,230	4,886	3,091	3,197	392	4,546
Orleans	See Listing—End of State							
Ouachita	60,437	+ 2.1	11,240	2,499	9,735	10,035	947	21,681
Plaquemines	9,663	—21.6	1,270	602	1,446	1,454	137	938
Pointe Coupee	21,951	— 8.6	1,830	2,828	1,748	1,815	338	2,715
Rapides	93,157	+27.0	12,750	3,368	8,978	9,309	957	16,428
Red River	14,018	—11.7	1,070	2,338	1,159	1,180	113	1,355
Richland	25,492	—11.6	2,450	4,866	2,439	2,549	253	3,240
Sabine	21,307	— 9.7	2,020	2,540	1,928	2,020	261	2,581
St. Bernard	7,480	+ 2.7	1,240	111	1,073	1,093	102	701
St. Charles	11,748	— 4.7	1,510	253	1,417	1,441	188	1,553
St. Helena	7,885	—17.4	620	1,709	661	672	49	321
St. James	14,187	—14.5	1,210	434	1,213	1,270	242	1,748
St. John the Baptist	13,303	— 9.9	1,450	181	1,422	1,449	196	1,705
St. Landry	68,854	— 3.7	5,320	7,883	4,915	5,021	829	10,128
St. Martin	23,081	—12.6	1,760	2,440	1,784	1,812	369	2,681
St. Mary	32,802	+ 4.3	4,070	387	3,505	3,569	404	5,001
St. Tammany	22,184	— 6.1	3,290	1,245	3,098	3,158	350	3,697
Tangipahoa	42,352	— 7.0	5,240	4,521	5,026	5,089	544	7,812
Tensas	13,204	—17.2	970	2,371	1,021	1,050	162	1,450
Terrebonne	35,182	— 1.9	3,880	917	3,441	3,590	493	8,035
Union	20,780	— 0.8	2,510	3,248	2,169	2,298	203	1,968
Vermilion	34,111	— 9.6	3,500	3,392	3,437	3,495	516	4,869
Vernon	26,871	+40.4	2,020	1,885	1,977	2,019	209	2,270
Washington	32,383	— 6.0	4,710	3,261	4,443	4,526	396	6,223
Webster	34,442	+ 2.3	4,810	2,785	4,208	4,295	394	5,705
West Baton Rouge	10,388	— 7.8	1,080	501	1,049	1,061	107	1,205
West Carroll	17,020	—11.6	2,060	3,275	2,044	2,103	194	1,903
West Feliciana	10,996	— 6.2	490	1,253	467	473	82	676
Winn	14,865	—12.2	1,690	1,641	1,610	1,731	154	2,120
City	**METROPOLITAN DISTRICTS—COUNTIES**							
NEW ORLEANS (Jefferson, Orleans)	574,164	+ 5.4	129,010	483	110,175	112,180	9,991	185,931
SHREVEPORT (Caddo)	132,420	—11.8	25,950	5,061	25,835	26,484	2,255	56,696
TOTAL STATE	2,339,596	— 0.8	350,620	150,007	207,833	315,261	32,356	$522,652

* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by **RADIO DAILY** from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

MAINE

Population 1943* 795,228
Radio Homes, 1944 (RADIO DAILY Estimate) 198,630
No. of Farms, 1940 38,980

County	POPULATION 1943*	% Change 1940-43	Radio Daily Homes 1944	No. of Farms	RADIO HOMES 1940 Census	NAB Projection	RETAIL—SERVICE Stores	Sales
Androscoggin	76,225	— 0.6	19,790	2,111	17,657	18,150	1,511	$30,783
Aroostook	78,717	—16.6	13,540	5,706	14,031	14,559	1,639	23,982
Cumberland	See Listing—End of State							
Franklin	17,708	—11.0	4,310	1,469	4,266	4,348	469	5,659
Hancock	24,396	—24.7	6,590	1,804	7,501	7,757	887	10,787

County	POPULATION 1943*	% Change 1940-43	Radio Daily Homes 1944	No. of Farms	RADIO HOMES 1940 Census	RADIO HOMES NAB Projection	RETAIL—SERVICE Stores	RETAIL—SERVICE Sales
Kennebec	70,392	— 8.9	17,040	3,449	16,464	16,868	1,543	28,390
Knox	22,474	—17.2	6,380	1,544	6,704	6,859	732	9,891
Lincoln	14,356	—11.8	3,920	1,810	3,859	4,012	411	5,624
Oxford	37,008	—13.3	8,930	2,509	9,047	9,204	795	11,968
Penobscot	93,590	— 3.6	22,950	3,932	21,146	21,649	1,768	36,143
Piscataquis	17,241	— 6.6	4,360	977	4,156	4,232	359	4,483
Sagadahoc	18,236	— 4.6	4,900	669	4,558	4,662	370	6,260
Somerset	31,088	—17.7	7,730	2,863	8,279	8,509	790	9,741
Waldo	16,727	—20.9	4,150	2,593	4,547	4,667	480	5,181
Washington	29,915	—20.7	7,210	2,358	7,816	8,102	893	9,383
York	88,412	+ 8.2	23,240	2,249	19,340	19,689	2,147	27,914
City			**METROPOLITAN DISTRICTS—COUNTIES**					
PORTLAND (Cumberland)	158,743	+10.5	43,590	2,937	34,977	36,033	2,964	69,868
TOTAL STATE	795,288	— 5.8	198,630	38,980	184,348	189,300	17,758	$296,057

* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by **RADIO DAILY** from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

MARYLAND

Population 1943* **1,967,963**
Radio Homes, 1944 (RADIO DAILY Estimate) **490,240**
No. of Farms, 1940 ..... **42,110**

County	POPULATION 1943*	% Change 1940-43	Radio Daily Homes 1944	No. of Farms	RADIO HOMES 1940 Census	RADIO HOMES NAB Projection	RETAIL—SERVICE Stores	RETAIL—SERVICE Sales
Allegany	83,623	— 3.9	20,590	1,132	18,896	19,427	1,423	$29,240
Anne Arundel	See Listing—End of State							
Baltimore	See Listing—End of State							
Baltimore City	See Listing—End of State							
Calvert	10,769	+ 2.7	1,460	1,177	1,256	1,286	202	1,962
Caroline	15,858	— 9.6	3,510	1,817	3,450	3,507	346	4,091
Carroll	38,672	— 1.0	8,820	3,188	7,950	8,090	585	9,364
Cecil	30,647	+16.1	6,460	1,456	4,897	5,136	443	6,201
Charles	20,691	+25.6	2,590	1,276	1,799	1,907	231	3,141
Dorchester	24,015	—14.3	4,840	1,486	4,769	5,040	618	6,943
Frederick	52,228	— 8.9	11,680	3,466	11,525	11,793	927	18,123
Garrett	18,810	—14.4	3,140	2,068	3,146	3,267	253	4,031
Harford	42,628	+33.8	9,820	2,269	6,567	6,823	557	9,261
Howard	18,349	+ 6.8	3,720	1,007	3,071	3,176	302	4,447
Kent	12,998	— 3.5	2,770	852	2,444	2,613	319	4,133
Montgomery	See Listing—End of State							
Prince Georges	See Listing—End of State							
Queen Annes	12,256	—15.3	2,550	1,271	2,527	2,579	232	2,868
St. Marys	17,716	+21.1	1,720	1,347	1,280	1,313	250	2,365
Somerset	17,573	—16.2	3,310	1,193	3,357	3,521	432	3,121
Talbot	15,913	—15.3	3,770	1,033	3,853	3,970	390	6,863
Washington	70,360	+ 2.2	17,140	2,516	14,843	15,305	1,300	23,162
Wicomico	32,116	— 7.0	7,830	2,191	7,335	7,597	687	12,970
Worcester	18,212	—14.1	4,000	1,767	4,001	4,169	468	7,573
City			**METROPOLITAN DISTRICTS—COUNTIES**					
BALTIMORE (Baltimore (city), Anne Arundel, Baltimore)	1,197,493	+11.6	319,230	5,378	252,619	261,658	22,478	457,989
TOTAL STATE	1,967,963	+ 8.9	490,240	42,110	396,338	410,164	34,063	$664,491

NOTE: Montgomery, Prince Georges Counties contained in Washington, D. C. Metropolitan District. Listed under Washington, D. C.

* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by **RADIO DAILY** from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

MASS.

Population 1943* **4,116,242**
Radio Homes, 1944 (RADIO DAILY Estimate) **1,133,480**
No. of Farms, 1940 ..... **31,897**

County	POPULATION 1943*	% Change 1940-43	Radio Daily Homes 1944	No. of Farms	RADIO HOMES 1940 Census	RADIO HOMES NAB Projection	RETAIL—SERVICE Stores	RETAIL—SERVICE Sales
Barnstable	36,113	— 2.8	10,510	1,422	9,684	9,825	1,084	$21,793
Berkshire	120,299	— 1.6	33,390	1,684	30,007	30,922	2,259	51,640
Bristol	See Listing—End of State							
Dukes	4,649	—17.2	1,410	208	1,508	1,517	222	3,248
Essex	See Listing—End of State							

County	POPULATION 1943*	% Change 1940-43	Radio Daily Homes 1944	No. of Farms	RADIO HOMES 1940 Census	RADIO HOMES NAB Projection	RETAIL—SERVICE Stores	RETAIL—SERVICE Sales
Franklin	47,211	— 4.5	13,340	2,434	12,347	12,704	932	19,792
Hampden	See Listing—End of State							
Hampshire	See Listing—End of State							
Middlesex	See Listing—End of State							
Nantucket	2,529	—25.0	810	43	948	955	119	2,110
Norfolk	See Listing—End of State							
Plymouth	See Listing—End of State							
Suffolk	See Listing—End of State							
Worcester	See Listing—End of State							
City	**METROPOLITAN DISTRICTS—COUNTIES**							
BOSTON (Suffolk, Essex, Middlesex, Norfolk, Plymouth)								
LOWELL								
LAWRENCE								
HAVERHILL	2,692,242	— 4.6	740,670	11,857	682,799	705,399	55,758	1,282,454
FALL RIVER (Bristol)								
NEW BEDFORD	340,315	— 6.7	94,530	3,833	89,300	91,776	7,110	126,600
SPRINGFIELD (Hampden, Hampshire)								
HOLYOKE	395,266	— 2.3	109,840	4,582	99,027	101,708	7,741	171,943
WORCESTER (Worcester)	477,618	— 5.1	128,980	5,834	119,210	122,836	8,775	196,533
TOTAL STATE	4,116,242	— 4.5	1,133,480	31,897	1,044,830	1,077,642	84,000	$1,876,113

* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by **RADIO DAILY** from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

MICHIGAN

Population 1943* 5.282,307
Radio Homes, 1944 (RADIO DAILY Estimate) 1,445,290
No. of Farms, 1940 187,589

County	POPULATION 1943*	% Change 1940-43	Radio Daily Homes 1944	No. of Farms	RADIO HOMES 1940 Census	RADIO HOMES NAB Projection	RETAIL—SERVICE Stores	RETAIL—SERVICE Sales
Alcona	4,322	—20.8	1,040	792	1,130	1,171	99	$1,047
Alger	8,455	—16.5	1,800	568	1,905	1,932	162	2,683
Allegan	37,375	—10.7	10,200	4,775	10,018	10,305	790	10,837
Alpena	18,456	—10.9	4,260	1,362	4,225	4,307	330	6,487
Antrim	9,150	—16.5	2,030	1,249	2,145	2,180	167	1,857
Arenac	7,246	—21.5	1,540	1,359	1,726	1,744	165	2,211
Baraga	6,683	—28.6	1,570	850	1,895	1,938	135	2,141
Barry	20,584	— 9.0	5,880	3,111	5,715	5,824	289	4,896
Bay	See Listing—End of State							
Benzie	6,109	—21.4	1,620	798	1,795	1,822	180	2,184
Berrien	89,337	+ 0.4	25,470	5,324	22,559	23,150	1,672	33,004
Branch	24,378	— 5.7	7,200	2,792	6,774	6,928	514	7,563
Calhoun	99,999	+ 6.1	29,260	3,523	24,493	25,227	1,737	36,360
Cass	20,572	— 6.1	5,850	2,466	5,478	5,627	385	5,170
Charlevoix	10,208	—21.3	2,510	1,124	2,706	2,821	286	3,572
Cheboygan	10,257	—24.8	2,240	1,122	2,545	2,625	267	3,658
Chippewa	28,031	+ 4.9	6,550	1,584	5,597	5,699	459	9,036
Clare	8,012	—12.6	1,910	899	1,889	1,973	190	2,651
Clinton	25,316	— 5.1	6,950	3,141	6,428	6,615	423	5,949
Crawford	2,562	—32.0	580	101	740	754	111	1,525
Delta	30,786	— 9.6	7,510	1,426	7,286	7,509	575	10,424
Dickinson	22,849	—20.5	6,030	623	6,676	6,782	470	7,687
Eaton	32,743	— 4.0	9,650	3,354	8,801	9,103	623	8,473
Emmet	12,317	—22.0	2,860	1,120	3,189	3,252	364	7,110
Genesee	See Listing—End of State							
Gladwin	7,894	—15.9	1,840	1,296	1,915	1,961	158	1,909
Gogebic	25,784	—18.9	6,510	842	7,106	7,263	569	9,808
Grand Traverse	20,988	—10.3	5,000	1,614	4,903	5,002	338	9,505
Gratiot	28,238	—12.3	7,510	3,346	7,405	7,662	586	9,338
Hillsdale	27,771	— 4.5	7,850	3,601	7,224	7,475	518	6,594
Houghton	36,070	—24.2	9,780	1,644	11,116	11,377	802	13,249
Huron	27,878	—14.4	6,710	4,155	6,837	6,994	579	8,171
Ingham	See Listing—End of State							
Ionia	32,038	—10.3	8,580	3,041	8,353	8,583	667	8,633
Iosca	7,196	—15.7	1,830	741	1,862	1,952	168	2,264
Iron	16,906	—16.5	4,150	857	4,382	4,466	322	5,200
Isabella	21,506	—17.2	5,360	2,619	5,628	5,769	373	6,778
Jackson	95,102	+ 2.1	26,550	3,386	23,193	23,707	1,592	35,064
Kalamazoo	See Listing—End of State							
Kalkaska	3,654	—29.2	780	690	891	969	60	740
Kent	See Listing—End of State				63,953	65,723	4,479	102,253
Keweenaw	2,917	—26.1	730	140	871	873	44	577
Lake	4,001	—16.6	840	697	871	915	115	802
Lapeer	30,332	— 5.6	6,980	3,444	6,409	6,699	515	7,789
Leelanau	6,130	—27.1	1,280	1,119	1,517	1,553	170	1,382

County	POPULATION 1943*	% Change 1940-43	Radio Daily Homes 1944	No. of Farms	RADIO HOMES 1940 Census	RADIO HOMES NAB Projection	RETAIL—SERVICE Stores	RETAIL—SERVICE Sales
Lenawee	51,222	— 3.6	14,420	4,186	13,200	13,608	1,011	16,740
Livingston	21,024	+ 08	5,730	2,236	5,112	5,251	386	6,301
Luce	6,783	— 8.6	1,110	189	1,069	1,103	77	1,968
Mackinac	7,124	—24.3	1,540	511	1,722	1,793	208	2,281
Macomb	See Listing—End of State							
Manistee	15,492	—16.0	4,230	1,338	4,435	4,504	375	5,324
Marquette	40,333	—14.3	10,400	1,030	10,608	10,833	781	14,758
Mason	18,809	— 2.8	5,020	1,858	4,589	4,695	364	5,727
Mecosta	14,392	—14.9	3,650	2,144	3,679	3,835	318	4,286
Menominee	21,610	—13.2	5,420	2,002	5,484	5,583	367	4,426
Midland	28,535	+ 5.3	7,040	2,113	5,956	6,129	353	7,612
Missaukee	6,511	—19.0	1,310	1,214	1,394	1,440	108	1,511
Monroe	58,198	— 0.7	15,260	4,165	13,549	14,003	948	15,712
Montcalm	24,995	—12.5	6,920	3,685	6,923	7,133	636	7,393
Montmorency	2,831	—26.3	560	500	667	676	77	809
Muskegon	99,837	+ 5.7	28,210	2,277	23,998	24,324	1,492	33,219
Newaygo	16,822	—12.8	4,170	2,799	4,236	4,295	298	3,717
Oakland	See Listing—End of State							
Oceana	12,415	—16.2	3,060	2,015	3,182	3,262	274	3,158
Ogemaw	8,051	— 7.7	1,680	1,080	1,559	1,649	156	2,430
Ontonagon	7,130	—37.2	1,800	1,239	2,401	2,452	197	2,378
Osceola	12,094	— 9.1	2,860	1,929	2,777	2,836	236	2,998
Oscoda	1,937	—23.8	420	247	478	486	72	554
Otsego	4,658	—20.1	970	514	958	979	135	1,813
Ottawa	58,480	— 1.8	16,460	4,369	14,882	15,240	998	19,197
Presque Isle	9,936	—18.8	1,890	1,105	2,044	2,076	198	2,436
Roscommon	3,130	—14.7	810	197	828	851	148	1,441
Saginaw	See Listing—End of State							
St. Clair	78,314	+ 2.8	22,000	4,533	18,953	19,456	1,329	27,451
St. Joseph	27,523	—13.3	8,280	2,336	8,321	8,532	709	10,757
Sanilac	26,677	—11.4	6,900	4,897	6,738	6,968	551	7,059
Schoolcraft	7,593	—20.3	1,780	382	1,939	1,963	173	2,873
Shiawassee	38,687	— 6.1	10,900	3,246	10,179	10,484	766	13,178
Tuscola	33,026	— 7.5	8,050	4,590	7,707	7,892	611	9,562
Van Buren	30,381	—13.4	8,960	4,348	8,881	9,237	816	10,975
Washtenaw	99,649	+23.3	28,360	3,363	20,880	21,332	1,761	38,361
Wayne	See Listing—End of State							
Wexford	15,013	—16.5	3,810	1,336	4,023	4,100	342	5,838
City	**METROPOLITAN DISTRICTS—COUNTIES**							
DETROIT (Macomb, Oakland, Wayne)	2,566,463	+ 8.1	705,290	11,557	582,775	597,704	39,675	990,123
FLINT (Genessee)	224,163	— 1.7	62,280	5,281	56,536	57,660	3,594	89,672
GRAND RAPIDS (Kent)	228,290	— 7.3	67,700	5,623	63,953	65,723	4,479	102,253
KALAMAZOO (Kalamazoo)	100,260	+ 0.2	28,800	2,909	25,472	26,175	1,784	43,610
LANSING (Ingham)	121,891	— 6.7	36,370	2,999	34,502	35,306	2,095	58,173
SAGINAW (Bay, Saginaw) BAY CITY	201,876	— 1.7	54,080	8,552	48,712	50,073	3,171	71,657
TOTAL STATE	5,282,307	+ 0.6	1,445,290	187,589	1,271,499	1,304,149	90,038	$1,954,069

* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by **RADIO DAILY** from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

MINNESOTA

Population 1943* 2,541,000
Radio Homes, 1944 (RADIO DAILY Estimate) 677,240
No. of Farms, 1940 197,351

County	POPULATION 1943*	% Change 1940-43	Radio Daily Homes 1944	No. of Farms	RADIO HOMES 1940 Census	RADIO HOMES NAB Projection	RETAIL—SERVICE Stores	RETAIL—SERVICE Sales
Aitkin	13,220	—26.0	3,560	2,858	3,739	3,791	401	$3,410
Anoka	See Listing—End of State							
Becker	21,323	—19.7	4,690	3,321	5,149	5,212	370	5,550
Beltrami	21,165	—18.9	4,780	2,596	5,041	5,244	521	7,822
Benton	14,551	— 9.7	3,120	1,615	3,084	3,116	322	3,886
Big Stone	8,720	—16.5	2,180	1,131	2,303	2,338	285	3,804
Blue Earth	31,987	—11.6	8,670	3,046	8,547	8,845	861	17,137
Brown	23,229	— 9.1	6,010	2,073	5,778	5,953	486	9,312
Carlton	21,459	—11.4	5,230	2,510	5,212	5,282	420	6,563
Carver	15,758	—10.5	3,850	2,053	3,750	3,889	381	4,838
Cass	15,544	—24.7	3,360	2,530	3,856	3,960	405	3,582
Chippawa	13,843	—18.2	3,630	1,757	3,908	3,954	303	6,354
Chisago	11,215	—14.5	2,930	2,035	3,027	3,088	318	3,088
Clay	22,154	—12.6	5,490	2,128	5,514	5,661	390	8,169
Clearwater	9,324	—16.4	2,050	1,803	2,133	2,178	206	2,049
Cook	2,064	—31.4	490	161	606	613	94	897

County	POPULATION 1943*	% Change 1940-43	Radio Daily Homes 1944	No. of Farms	RADIO HOMES 1940 Census	RADIO HOMES NAB Projection	RETAIL—SERVICE Stores	RETAIL—SERVICE Sales
Cottonwood	13,629	—15.6	3,450	1,978	3,557	3,672	297	4,926
Crow Wing	25,047	—17.1	6,460	2,076	6,778	6,954	674	10,478
Dakota	40,313	+ 1.6	10,040	2,358	8,534	8,964	653	12,694
Dodge	11,089	—14.2	2,830	1,796	2,873	2,946	231	2,890
Douglas	18,131	—11.0	4,540	2,695	4,487	4,583	462	6,297
Faribault	21,692	— 9.4	5,550	2,525	5,459	5,608	544	8,272
Fillmore	22,681	—12.2	5,740	3,169	5,673	5,859	625	6,460
Freeborn	28,911	— 9.0	7,630	3,069	7,267	7,551	539	11,269
Goodhue	28,809	— 8.7	7,680	3,037	7,358	7,607	672	11,016
Grant	8,472	—13.8	2,150	1,384	2,156	2,236	223	2,908
Hennepin	See Listing—End of State							
Houston	12,809	—13.1	3,170	1,845	3,174	3,269	298	3,443
Hubbard	8,864	—20.0	1,990	1,489	2,127	2,209	206	2,482
Isanti	10,826	—16.4	2,370	1,956	2,481	2,544	221	2,855
Itasca	28,874	—12.5	6,750	3,105	6,943	7,061	606	8,787
Jackson	14,563	—13.3	3,720	2,285	3,722	3,829	276	4,275
Kanabec	8,240	—14.6	1,940	1,755	1,994	2,035	166	2,049
Kandiyohi	24,210	— 8.7	5,690	2,619	5,646	5,752	494	8,641
Kittson	8,872	—17.2	2,100	1,481	2,123	2,146	226	3,083
Koochiching	15,191	—10.3	3,510	1,552	3,427	3,507	434	5,430
Lac qui Parle	13,720	—11.5	3,360	2,094	3,335	3,428	269	3,701
Lake	6,245	—10.2	1,890	411	1,868	1,891	211	2,855
Lake of the Woods	4,040	—32.4	890	1,072				
Le Sueur	16,940	—11.9	4,450	2,125	1,119	1,150	145	966
Lincoln	9,561	—11.4	2,320	1,564	4,419	4,537	395	4,895
Lyon	18,134	—15.9	4,580	1,976	2,298	2,346	206	2,309
McLeod	19,281	— 9.8	4,760	2,504	4,712	4,876	466	8,654
Mahnomen	6,701	—16.8	1,260	983	4,676	4,762	520	7,111
Marshall	14,987	—18.4	3,400	2,879	1,325	1,358	114	1,354
Martin	21,440	—13.0	5,640	2,557	3,629	3,693	314	3,561
Meeker	17,282	—10.3	4,260	2,484	5,616	5,817	540	9,159
Mille Lacs	13,034	—16.2	3,150	2,132	4,175	4,256	397	5,168
Morrison	24,423	—11.1	5,200	3,418	3,263	3,344	317	4,389
Mower	35,338	— 2.1	9,310	2,574	5,163	5,252	590	5,898
Murray	13,089	—13.1	3,050	2,100	8,346	8,622	643	13,681
Nicollet	17,251	— 5.6	3,940	1,496	3,081	3,150	254	3,458
Nobles	18,921	—10.8	4,850	2,211	3,681	3,790	284	3,772
Norman	11,498	—22.0	2,740	2,003	4,760	4,901	406	8,151
Olmstead	37,422	—12.3	9,340	2,453	3,012	3,114	280	3,413
Otter Tail	45,317	—14.8	10,400	7,031	9,193	9,532	702	19,350
Pennington	10,847	—16.0	2,660	1,366	10,604	10,949	814	11,995
Pine	17,800	—17.1	4,130	3,506	2,766	2,829	221	4,886
Pipestone	12,006	—13.0	3,060	1,319	4,349	4,439	406	4,286
Polk	30,972	—17.9	7,440	4,342	3,018	3,155	320	5,638
Pope	11,900	—12.1	2,930	1,864	7,880	8,092	775	10,836
Ramsey	See Listing—End of State				2,924	2,986	259	2,971
Red Lake	6,597	—11.0	1,400	985	1,385	1,410	151	1,606
Redwood	20,187	— 9.4	5,020	2,663	4,836	4,970	454	6,899
Renville	21,740	—11.7	5,310	3,095	5,300	5,416	495	6,963
Rice	28,886	—10.2	6,830	2,388	6,657	6,828	555	9,625
Rock	9,415	—13.9	2,450	1,368	2,475	2,556	231	3,406
Roseau	12,908	—14.5	2,740	2,433	2,812	2,881	243	3,108
St. Louis	See Listing—End of State							
Scott	13,972	—10.3	3,100	1,598	2,995	3,103	417	4,240
Sherburne	8,316	—20.5	1,730	1,211	1,899	1,936	189	2,139
Sibley	13,910	—16.3	3,360	2,326	3,425	3,575	307	3,837
Stearns	58,447	—13.0	12,290	4,685	12,424	12,069	1,357	19,839
Steele	18,195	— 7.9	4,510	1,970	4,518	4,603	325	7,270
Stevens	9,812	—11.1	2,320	1,337	2,274	2,338	192	3,614
Swift	13,513	—12.6	3,250	1,876	3,293	3,356	322	4,612
Todd	22,401	—18.4	5,240	3,720	5,594	5,695	416	5,344
Traverse	7,139	—13.8	1,800	1,102	1,846	1,878	166	2,314
Wabash	15,286	—13.4	3,920	1,696	3,919	4,035	427	4,784
Wadena	11,154	—12.7	2,470	1,624	2,504	2,547	252	3,961
Waseca	13,512	—11.0	3,490	1,703	3,416	3,525	282	4,435
Washington	See Listing—End of State							
Watonwan	12,763	— 8.2	6,240	1,468	3,158	3,291	292	4,665
Wilkin	9,372	—10.5	2,190	1,250	2,180	2,215	202	2,664
Winona	34,124	— 9.7	8,900	2,089	8,631	8,998	801	14,292
Wright	24,547	—-0.9	5,970	3,798	5,889	6,026	641	6,755
Yellow Medicine	15,324	— 9.4	3,860	2,222	3,754	3,821	337	4,696
City	**METROPOLITAN DISTRICTS—COUNTIES**							
DULUTH (St. Louis; Douglas, Wisc.)								
SUPERIOR, WISC.	228,354	—10.1	63,660	10,035	62,661	63,657	4,952	102,279
MINNEAPOLIS (Anoka, Hennepin, Ramsey, Washington)								
ST. PAUL	910,305	— 1.5	270,890	8,557	244,382	250,823	17,920	508,228
TOTAL STATE	2,541,000	— 8.9	677,240	197,351	647,499	664,296	54,511	$1,081,158

*Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by **RADIO DAILY** from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

MISSISSIPPI

Population 1943* 2,030,258
Radio Homes, 1944 (RADIO DAILY Estimate) 223,071
No. of Farms, 1940 291,092

County	POPULATION 1943*	% Change 1940-43	Radio Daily Homes 1944	No. of Farms	RADIO HOMES 1940 Census	RADIO HOMES NAB Projection	RETAIL—SERVICE Stores	RETAIL—SERVICE Sales
Adams	26,107	— 4.2	3,080	1,641	2,798	2,909	402	$6,072
Alcorn	23,697	—12.1	3,770	2,835	3,702	3,847	418	4,890
Amite	20,400	— 6.8	1,780	3,868	1,697	1,732	209	1,190
Attala	25,797	—14.7	2,550	4,518	2,637	2,733	264	3,475
Benton	8,624	—17.3	760	1,746	757	813	111	364
Bolivar	61,336	— 9.2	5,170	12,005	4,889	5,123	828	9,184
Calhoun	17,802	—14.8	2,280	3,237	2,333	2,404	210	1,517
Carroll	16,264	—21.2	1,400	3,745	1,487	1,576	138	1,037
Chickasaw	19,675	— 8.2	2,080	2,177	1,942	2,041	241	1,816
Choctaw	11,515	—15.0	1,100	2,115	1,138	1,160	149	937
Claiborne	12,014	— 6.2	910	1,800	829	873	147	1,499
Clarke	18,272	—11.3	1,860	2,525	1,835	1,881	165	1,693
Clay	17,403	— 8.5	1,780	2,689	1,681	1,765	215	2,345
Coahoma	45,152	— 6.2	4,130	7,758	3,840	4,011	596	8,849
Copiah	29,805	—12.3	3,110	4,526	3,058	3,177	345	4,077
Covington	15,561	— 8.6	1,620	2,609	1,514	1,602	198	1,531
De Soto	25,749	— 3.4	1,670	5,536	1,446	1,556	189	1,978
Forrest	45,443	+30.2	6,950	1,270	4,814	4,952	528	9,651
Franklin	9,802	—21.6	990	1,691	1,111	1,122	143	944
George	8,494	— 2.4	840	972	733	773	95	1,050
Greene	8,072	—15.1	660	923	689	698	86	752
Grenada	19,213	+ 0.8	1,960	2,222	1,720	1,759	214	2,854
Hancock	9,996	—11.8	1,310	509	1,285	1,331	174	1,351
Harrison	61,916	+22.2	10,840	1,030	7,815	8,219	905	12,437
Hinds	See Listing—End of State							
Holmes	37,049	— 6.7	2,590	6,350	2,460	2,515	402	4,263
Humphreys	24,387	— 7.1	1,890	4,304	1,763	1,832	215	2,702
Issaquena	5,206	—19.1	290	1,158	297	320	35	301
Itawamba	15,522	—22.1	1,540	3,565	1,636	1,740	297	896
Jackson	31,429	+53.6	5,270	753	3,113	3,225	285	3,192
Jasper	17,619	— 9.6	1,440	3,134	1,409	1,443	214	1,484
Jefferson	11,938	—14.5	640	2,492	641	676	113	1,141
Jefferson Davis	14,346	— 9.6	1,100	2,833	1,051	1,095	115	1,313
Jones	48,110	— 2.3	6,850	3,951	6,136	6,342	632	9,128
Kemper	16,403	—25.0	1,110	3,482	1,248	1,301	219	1,207
Lafayette	19,987	— 6.0	2,050	3,405	2,054	2,137	261	2,504
Lamar	6,952	—42.5	760	1,347	1,143	1,155	122	789
Lauderdale	58,604	+ 0.6	8,150	2,844	7,109	7,344	736	13,758
Lawrence	12,634	— 9.6	990	2,319	956	990	162	1,188
Leake	20,595	—16.2	1,800	4,205	1,858	1,917	233	2,325
Lee	34,322	—11.6	4,770	4,973	4,734	4,863	499	6,543
Leflore	49,983	— 6.4	5,330	7,727	4,961	5,128	579	10,682
Lincoln	24,561	—10.7	2,770	3,617	2,722	2,799	352	4,149
Lowndes	35,320	+ 0.2	4,080	3,330	3,583	3,699	434	6,083
Madison	34,156	— 8.9	2,750	5,538	2,640	2,719	304	3,616
Marion	21,235	—11.8	2,110	3,129	2,081	2,153	335	3,556
Marshall	24,115	— 5.5	1,370	4,304	1,375	1,425	280	2,045
Monroe	33,163	—11.9	3,750	5,272	3,706	3,823	433	4,830
Montgomery	14,856	— 5.4	1,680	2,275	1,532	1,604	205	1,844
Neshoba	24,588	—11.8	2,430	4,384	2,407	2,481	181	2,695
Newton	20,496	—15.5	2,060	3,483	2,123	2,188	241	2,466
Noxubee	21,467	—16.4	1,060	4,267	1,089	1,125	217	2,309
Oktibbeha	20,880	— 5.7	2,020	2,743	1,870	1,944	229	2,654
Panola	31,807	— 7.6	3,050	5,998	2,909	2,990	302	4,209
Pearl River	17,248	— 9.8	2,420	1,530	2,360	2,420	256	3,075
Perry	8,155	—12.2	750	989	759	770	82	655
Pike	32,432	— 7.3	4,510	3,142	4,204	4,373	505	6,487
Pontotoc	18,924	—17.4	2,290	3,975	2,414	2,467	231	1,675
Prentiss	17,927	—14.3	2,250	3,113	2,276	2,338	277	2,074
Quitman	24,631	— 9.4	2,790	5,511	2,645	2,759	245	2,487
Rankin	25,101	—10.1	2,230	3,605	2,064	2,231	216	1,670
Scott	21,892	— 5.4	2,510	3,398	2,072	2,392	236	3,095
Sharkey	13,993	— 9.3	1,410	2,244	1,355	1,393	136	1,999
Simpson	18,607	—15.5	2,030	3,369	2,066	2,164	253	1,869
Smith	15,348	—20.9	1,570	3,289	1,670	1,765	177	985
Stone	5,571	— 9.5	660	516	639	660	97	885
Sunflower	54,820	—10.1	4,820	10,981	4,644	4,825	536	6,520
Tallahatchie	31,265	— 8.5	2,840	6,415	2,659	2,815	253	2,637
Tate	17,196	—10.9	1,620	3,924	1,550	1,631	229	1,714
Tippah	16,291	—17.2	2,010	3,004	2,128	2,168	234	1,627
Tishomingo	15,167	—10.6	1,870	2,402	1,850	1,891	197	1,026
Tunica	21,554	— 4.7	1,530	5,080	1,365	1,451	214	2,498
Union	19,016	—13.0	2,620	3,308	2,656	2,701	288	2,216
Walthall	15,679	—10.6	1,310	3,419	1,288	1,318	112	2,006
Warren	37,513	— 5.3	5,770	2,310	5,371	5,490	470	9,028
Washington	64,988	— 3.8	6,830	7,915	6,267	6,441	716	12,815

County	POPULATION 1943*	% Change 1940-43	Radio Daily Homes 1944	No. of Farms	RADIO HOMES 1940 Census	NAB Projection	RETAIL—SERVICE Stores	Sales
Wayne	13,975	—17.4	1,070	2,162	1,122	1,154	166	1,398
Webster	11,736	—17.1	1,390	2,370	1,457	1,494	220	1,782
Wilkinson	16,443	+ 3.1	1,450	2,222	1,242	1,284	237	2,058
Winston	20,087	—11.7	1,750	3,380	1,758	1,789	213	2,157
Yalobusha	15,985	—13.1	1,760	2,928	1,770	1,814	241	2,091
Yazoo	35,539	—11.4	2,920	6,066	2,876	2,950	446	4,902
City	**METROPOLITAN DISTRICTS—COUNTIES**							
JACKSON (Hinds)	13,327	+ 5.6	17,790	6,396	14,728	15,334	1,336	34,488
TOTAL STATE..	2,030,258	— 7.0	223,071	291,092	205,613	213,312	24,421	$303,274

* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by **RADIO DAILY** from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

MISSOURI

Population 1943* 3,575,734
Radio Homes, 1944 (RADIO DAILY Estimate) 901,820
No. of Farms, 1940 256,100

County	POPULATION 1943*	% Change 1940-43	Radio Daily Homes 1944	No. of Farms	RADIO HOMES 1940 Census	NAB Projection	RETAIL—SERVICE Stores	Sales
Adair	16,974	—16.2	4,510	2,209	4,731	4,802	409	$5,827
Andrew	10,463	—19.6	2,470	2,233	3,020	3,090	236	1,713
Atchison	10,600	—17.8	2,720	1,513	2,910	2,964	212	2,853
Audrain	21,877	— 3.5	5,720	2,107	5,322	5,397	379	5,964
Barry	19,510	—17.1	3,960	3,341	4,150	4,264	382	3,533
Barton	11,032	—22.0	2,530	1,992	2,697	2,881	277	2,279
Bates	15,873	—18.7	3,630	3,011	3,939	3,985	406	3,464
Benton	9,142	—18.0	1,720	2,119	1,841	1,868	210	1,626
Bollinger	10,092	—21.8	1,400	2,175	1,536	1,595	193	926
Boone	33,900	— 3.1	8,870	2,837	8,181	8,291	679	12,980
Buchanan	See Listing—End of State							
Butler	30,963	— 9.7	4,750	3,373	4,537	4,745	491	6,255
Caldwell	9,896	—14.9	2,520	1,796	2,610	2,651.	250	2,344
Callaway	20,952	— 9.3	3,900	2,833	3,804	3,857	334	3,972
Camden	6,655	—25.8	1,270	1,306	1,360	1,396	174	860
Cape Girardeau..	33,892	—10.3	7,840	2,664				
Carroll	14,486	—18.7	3,740	2,674	7,582	7,840	639	12,030
Carter	4,627	—25.7	690	660	4,044	4,107	326	3,464
Cass	17,260	—11.6	4,220	2,797	719	733	99	643
Cedar	9,681	—17.2	1,860	1,980	4,212	4,306	419	4,024
Chariton	14,454	—20.1	3,390	2,774	1,907	2,002	223	1,508
Christian	11,410	—15.7	2,190	2,461	3,722	3,774	319	2,825
Clark	8,847	—13.0	2,040	1,673	2,277	2,327	217	1,420
Clay	33,329	+ 9.6	8,190	1,935	2,062	2,101	211	1,696
Clinton	11,159	—15.9	2,890	1,582	7,547	7,673	741	11,069
Cole	31,068	—11.0	6,790	1,725	3,008	3,076	302	3,363
Cooper	16,442	— 9.0	3,420	2,074	6,740	6,859	553	11,776
Crawford	9,537	—24.9	1,580	1,875	3,291	3,384	307	4,090
Dade	9,218	—18.0	1,950	2,075	1,806	1,862	198	1,944
Dallas	9,708	—15.8	1,690	1,933	2,041	2,117	211	1,305
Daviess	10,745	—19.8	2,550	2,368	1,732	1,800	190	1,043
De Kalb	7,953	—18.4	1,030	1,782	2,800	2,827	234	1,831
Dent	9,974	—15.2	1,790	1,756	2,162	2,202	215	1,441
Douglas	12,827	—17.8	1,810	2,823	1,728	1,882	284	2,168
Dunklin	40,787	— 9.3	6,840	3,475	1,900	1,968	180	1,320
Franklin	31,747	— 6.3	6,790	3,384	6,578	6,771	654	8,602
Gasconade	11,232	— 9.5	2,210	1,564	6,390	6,534	751	7,925
Gentry	10,748	—19.5	2,740	2,021	2,172	2,207	254	2,368
Greene	See Listing—End of State				3,023	3,050	236	2,319
Grundy	12,903	—17.9	3,490	1,841	3,659	3,795	311	3,548
Harrison	13,781	—16.6	3,390	2,831	3,600	3,642	301	3,263
Henry	18,571	—16.8	4,490	2,756	4,630	4,752	499	4,859
Hickory	5,165	—20.6	1,020	1,386	1,129	1,151	126	492
Holt	9,600	—23.1	2,430	1,586	2,749	2,808	233	2,121
Howard	10,856	—16.7	1,500	1,611	2,639	2,691	210	2,295
Howell	18,578	—16.6	3,190	3,251	3,323	3,428	387	4,037
Iron	8,052	—22.9	1,140	1,205	1,290	1,311	141	1,308
Jackson	See Listing—End of State							
Jasper	76,343	— 3.0	20,320	3,053	18,408	18,989	1,676	28,155
Jefferson	25,664	—19.9	6,340	2,644	6,970	7,037	477	6,635
Johnson	14,075	—34.9	3,290	3,057	4,315	4,410	416	4,390
Knox	7,419	—16.4	1,840	1,623	1,926	1,957	164	1,247
Laclede	18,008	— 3.8	3,100	2,719	2,862	2,929	343	3,219
Lafayette	24,206	—13.1	5,830	2,803	5,865	6,009	582	6,168
Lawrence	21,708	—11.9	4,770	3,067	4,777	4,863	456	3,926

County	POPULATION 1943*	% Change 1940-43	Radio Daily Homes 1944	No. of Farms	RADIO HOMES 1940 Census	RADIO HOMES NAB Projection	RETAIL—SERVICE Stores	RETAIL—SERVICE Sales
Lewis	9,845	—14.3	2,630	1,695	2,710	2,735	272	1,978
Lincoln	12,552	—12.8	2,930	2,262	2,956	3,022	251	2,754
Linn	18,546	—13.4	4,940	2,348	5,014	5,087	458	4,966
Livingston	14,965	—16.9	3,810	2,141	3,972	4,099	339	4,563
McDonald	13,569	—13.8	2,220	2,464	2,240	2,313	241	2,161
Macon	17,241	—19.4	4,350	3,379	4,642	4,738	432	4,963
Madison	8,814	— 8.7	1,500	949	1,464	1,484	181	1,683
Maries	7,037	—18.5	970	1,566	1,058	1,073	91	409
Marion	27,243	—13.7	7,530	1,643	7,683	7,838	687	9,888
Mercer	7,445	—15.1	1,840	1,794	1,882	1,930	129	1,288
Miller	12,376	—16.4	2,250	2,144	2,338	2,387	260	2,440
Mississippi	23,456	+ 1.3	3,290	2,320	2,891	2,955	334	4,015
Montineau	10,618	— 9.8	2,280	1,697	2,241	2,276	233	2,275
Monroe	11,056	—16.2	2,780	2,327	2,866	2,947	207	2,596
Montgomery	11,877	— 4.5	2,770	1,933	2,597	2,635	257	2,094
Morgan	9,642	—13.4	1,730	1,826	1,703	1,784	195	1,940
New Madrid	39,295	— 1.2	5,530	3,473	4,907	5,066	534	5,608
Newton	27,719	— 4.5	5,730	3,514	5,250	5,452	465	4,586
Nodaway	21,162	—17.2	5,380	3,433	5,709	5,790	433	5,967
Oregon	10,853	—18.9	1,630	2,006	1,750	1,787	182	1,475
Osage	10,870	—12.2	1,540	1,858	1,523	1,572	163	1,128
Ozark	9,666	—10.2	1,160	2,115	1,143	1,164	118	552
Pemiscot	39,300	—16.1	5,890	3,002	6,167	6,265	560	8,018
Perry	12,313	—19.8	2,290	1,860	2,472	2,536	266	2,797
Pettis	28,367	—14.9	7,350	2,534	7,584	7,731	612	9,125
Phelps	20,324	+16.6	3,720	1,919	2,827	2,936	345	4,023
Pike	16,540	— 9.8	4,190	2,119	4,088	4,194	354	3,863
Platte	12,443	—10.2	3,030	2,065	2,976	3,031	251	2,442
Polk	14,599	—16.1	2,980	3,055	3,007	3,170	347	2,724
Pulaski	15,416	+43.1	2,970	1,570	1,852	1,871	255	1,754
Putnam	9,571	—15.5	2,180	2,013	2,167	2,219	180	1,345
Ralls	8,336	—17.0	1,970	1,618	2,071	2,117	141	1,010
Randolph	21,604	—11.7	5,890	2,012	5,891	6,013	475	6,418
Ray	15,168	—18.4	3,790	2,466	4,079	4,119	351	2,941
Reynolds	7,073	—24.5	810	1,282	924	947	137	677
Ripley	10,768	—14.6	1,500	1,940	1,550	1,577	169	1,384
St. Charles	See Listing—End of State							
St. Clair	10,329	—21.4	1,980	2,305	2,136	2,219	246	1,404
St. Francois	32,444	— 9.8	6,990	1,473	6,758	6,981	580	8,669
St. Louis	See Listing—End of State							
St. Louis City	See Listing—End of State							
Ste. Genevieve	9,895	— 9.3	1,780	1,320	1,739	1,759	163	1,914
Saline	25,179	—14.4	5,890	2,637	6.018	6,130	498	6,239
Schuyler	5,548	—16.3	1,530	1,192	1,593	1,624	154	1,183
Scotland	6,955	—18.7	1,790	1,575	1,924	1,966	144	1,520
Scott	27,792	— 8.5	5,530	1,832	5,428	5,586	556	6,344
Shannon	9,758	—17.5	1,290	1,687	1,364	1,403	153	998
Shelby	9,507	—15.3	2,480	1,816	2,559	2,613	271	2,393
Stoddard	29,773	— 9.8	4,780	3,956	4,546	4,780	399	3,807
Stone	9,163	—18.9	1,400	1,868	1,466	1,539	183	1,089
Sullivan	11,806	—13.8	2,620	2,427	2,644	2,729	261	1,540
Taney	8,396	—18.7	1,320	1,499	1,401	1,458	223	1,251
Texas	17,937	— 9.5	2,720	3,427	2,662	2,724	339	2,802
Vernon	21,915	—14.3	4,760	3,197	4,778	4,962	461	4,938
Warren	7,156	— 7.5	1,350	1,202	1,364	1,381	152	1,262
Washington	12,567	—28.2	1,570	1,428	1,864	1,910	201	1,749
Wayne	9,585	—25.1	1,310	1,572	1,505	1,532	213	1,506
Webster	14,476	—16.0	2,760	2,819	2,857	2,942	328	2,734
Worth	5,236	—17.5	1,260	1,080	1,354	1,374	120	1,090
Wright	14,876	—17.2	2,380	2,914	2,497	2,567	308	2,810
City	**METROPOLITAN DISTRICTS—COUNTIES**							
KANSAS CITY, MO (Jackson; Johnson, Wyandotte, Kans.)								
KANSAS CITY, KANS.	688,591	+ 4.9	205,040	7,479	172,536	178,295	13,354	314,642
ST. JOSEPH (Buchanan)	80,312	—14.6	21,860	2,444	22,659	23,011	1,898	33,479
ST. LOUIS (St. Louis City, St. Charles, St. Louis; Madison, St. Clair, Ill.)	1,495,929	+ 4.7	426,390	11,815	362,765	370,766	29,737	568,872
SPRINGFIELD (Greene)	87,119	— 3.8	23,480	4,357	21,599	22,152	1,997	31,197
TOTAL STATE	3,575,734	— 5.5	901,820	256,100	832,590	853,299	73,694	$1,201,439

* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by **RADIO DAILY** from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

MONTANA

Population 1943* 478,973
Radio Homes, 1944 (RADIO DAILY Estimate) 124,180
No. of Farms, 1940 41,823

County	POPULATION 1943*	% Change 1940-43	Radio Daily Homes 1944	No. of Farms	RADIO HOMES 1940 Census	RADIO HOMES NAB Projection	RETAIL—SERVICE Stores	RETAIL—SERVICE Sales
Beaverhead	5,377	—22.6	1,530	457	1,710	1,763	202	$3,796
Big Horn	8,830	—15.3	1,900	1,103	1,940	1,999	161	2,926
Blaine	7,647	—20.1	1,730	1,078	1,868	1,916	194	3,683
Broadwater	2,313	—33.0	580	268	712	744	69	1,198
Carbon	9,189	—22.6	2,390	1,074	2,643	2,737	241	2,794
Carter	2,774	—15.4	670	637	703	709	49	401
Cascade	41,262	— 1.8	2,170	1,401	11,051	11,270	815	23,690
Chouteau	5,984	—18.2	1,690	1,383	1,809	1,837	122	1,941
Custer	8,982	—13.8	2,510	496	2,584	2,618	181	4,763
Daniels	3,511	—23.1	910	804	1,040	1,056	103	1,366
Dawson	7,649	—11.2	2,020	834	1,996	2,041	176	3,111
Deer Lodge	14,448	— 6.0	3,850	179	3,643	3,704	262	5,655
Fallon	3,088	—17.0	760	510	813	819	75	1,068
Fergus	11,568	—17.6	3,220	1,486	3,415	3,503	299	5,383
Flathead	21,147	—12.9	6,110	1,701	6,034	6,296	442	10,105
Gallatin	15,536	—15.0	4,330	1,242	4,335	4,558	429	9,641
Garfield	2,743	— 3.9	530	587	578	590	43	356
Glacier	7,916	—12.4	1,770	495	1,780	1,805	158	3,987
Golden Valley ..	1,161	—27.8	330	268	394	399	37	209
Granite	2,531	—25.6	750	205	883	890	86	1,323
Hill	11,427	—14.1	3,070	1,245	3,137	3,198	295	6,195
Jefferson	3,333	—28.5	820	331	977	1,013	105	1,243
Judith Basin ...	3,265	—10.6	890	599	891	899	75	931
Lake	10,155	—24.7	2,570	1,673	2,948	3,022	236	3,382
Lewis and Clark.	19,821	—10.4	5,920	532	5,743	5,924	455	12,137
Liberty	1,682	—23.9	430	420	546	552	47	647
Lincoln	6,436	—18.3	1,710	534	1,828	1,864	155	2,001
McCone	2,418	—36.3	620	754	836	856	48	495
Madison	4,918	—32.6	1,440	655	1,603	1,657	151	1,686
Meagher	1,601	—28.4	450	228	537	544	69	867
Mineral	1,408	—34.1	430	112	547	569	60	470
Missoula	23,774	—14.6	7,030	776	7,313	7,396	568	16,222
Musselshell	4,658	—18.5	1,310	314	1,425	1,440	122	1,922
Park	9,321	—19.4	2,760	623	2,923	3,032	263	4,970
Petroleum	877	—19.0	230	180	256	259	24	222
Phillips	5,904	—25.2	1,580	1,046	1,822	1,848	142	2,495
Pondera	5,176	—22.9	1,320	879	1,492	1,511	149	2,597
Powder River ..	2,541	—19.6	590	688	637	659	31	430
Powell	5,646	— 8.2	1,560	309	1,487	1,530	126	2,163
Prairie	2,188	— 9.2	530	257	521	525	45	628
Ravalli	10,135	—21.9	2,970	1,501	2,971	3,028	221	3,641
Richland	8,210	—19.6	2,030	1,218	2,226	2,264	166	3,288
Roosevelt	8,845	— 9.8	2,040	1,043	1,990	2,044	213	3,391
Rosebud	5,480	—15.4	1,240	690	1,293	1,309	132	1,940
Sanders	5,550	—19.9	1,420	854	1,555	1,575	127	1,494
Sheridan	6,242	—20.1	1,560	1,238	1,700	1,726	126	1,668
Silver Bow	49,061	— 7.8	15,350	202	14,543	15,048	1,081	28,788
Stillwater	6,925	+21.6	1,820	796	1,340	1,368	130	1,580
Sweet Grass ...	2,988	—19.8	820	463	883	908	70	1,136
Teton	5,886	—15.0	1,630	1,081	1,699	1,729	142	2,152
Toole	5,405	—20.2	1,540	569	1,663	1,705	190	3,130
Treasure	1,292	—13.8	310	203	300	318	31	377
Valley	10,657	—29.8	2,890	1,297	3,528	3,611	334	6,446
Wheatland	2,809	—14.5	760	229	780	803	91	1,390
Wibaux	1,939	—10.4	490	373	486	491	42	374
Yellowstone	37,347	— 9.3	10,510	1,703	10,134	10,403	707	22,472
Yellowstone National Park (Part)	.....	—100.0	.....	.....	12	18	....	....
TOTAL STATE..	478,973	—14.2	124,180	41,823	134,503	137,900	11,113	$232,366

* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by **RADIO DAILY** from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

NEBRASKA

Population 1943* 1,194,124
Radio Homes, 1944 (RADIO DAILY Estimate) 312,520
No. of Farms, 1940 121,062

County	POPULATION 1943*	% Change 1940-43	Radio Daily Homes 1944	No. of Farms	RADIO HOMES 1940 Census	RADIO HOMES NAB Projection	RETAIL—SERVICE Stores	RETAIL—SERVICE Sales
Adams	29,056	+18.2	7,070	1,456	5,453	5,530	482	$8,533
Antelope	10,786	—18.8	2,590	1,940	2,770	2,852	279	2,722

County	POPULATION 1943*	% Change 1940-43	Radio Daily Homes 1944	No. of Farms	RADIO HOMES 1940 Census	NAB Projection	RETAIL—SERVICE Stores	Sales
Arthur	799	—23.5	170	181	194	196	23	94
Banner	1,242	—11.5	300	323	302	306	11	52
Blaine	1,296	—15.7	300	276	307	314	32	224
Boone	10,325	—14.9	2,320	1,672	2,369	2,442	243	2,552
Box Butte	11,254	+ 4.8	2,920	854	2,469	2,547	252	4,729
Boyd	5,245	—13.4	1,140	913	1,149	1,175	151	1,380
Brown	4,973	—16.6	1,120	733	1,175	1,200	144	1,710
Buffalo	22,314	— 5.7	5,590	2,276	5,230	5,369	546	7,753
Burt	10,379	—17.3	2,800	1,508	2,950	3,004	248	3,185
Butler	10,870	—17.1	2,500	1,896	2,621	2,689	307	2,114
Cass	15,926	— 6.3	4,350	1,983	4,097	4,178	349	3,066
Cedar	13,245	—12.4	3,130	2,100	3,091	3,190	257	3,136
Chase	4,736	—10.8	1,080	768	1,073	1,095	128	1,846
Cherry	5,938	—38.4	1,360	1,217	1,808	1,893	210	2,610
Cheyenne	9,756	+ 2.6	2,420	1,167	2,102	2,144	229	3,617
Clay	10,191	— 2.4	8,670	1,551	2,427	2,470	259	1,735
Colfax	9,294	—12.5	2,380	1,416	2,422	2,456	249	2,875
Cuming	11,571	—14.7	2,820	1,925	2,895	2,966	250	3,627
Custer	17,669	—21.8	4,160	3,413	4,656	4,723	524	5,445
Dakota	8,538	—13.2	2,100	775	2,097	2,168	161	1,775
Dawes	9,124	— 6.7	2,450	844	2,350	2,404	237	3,743
Dawson	15,790	—11.7	3,660	1,919	3,914	3,982	390	6,888
Deuel	3,303	— 7.7	810	515	770	789	97	1,256
Dixon	8,986	—13.7	2,430	1,475	2,287	2,340	202	1,960
Dodge	23,867	+ 0.3	6,720	1,793	5,948	6,105	623	9,362
Douglas	See Listing—End of State							
Dundy	4,392	—16.2	920	652	961	982	97	1,171
Fillmore	9,445	—17.3	2,400	1,768	2,534	2,577	215	2,202
Franklin	6,188	—20.1	1,430	1,201	1,548	1,594	190	1,518
Frontier	4,992	—22.2	1,160	1,169	1,290	1,317	134	1,134
Furnas	8,141	—19.4	2,120	1,334	2,212	2,322	292	2,557
Gage	25,420	—14.1	6,640	2,870	6,748	6,918	622	8,176
Garden	3,764	—19.6	890	653	976	987	112	843
Garfield	2,875	—16.5	610	490	663	667	87	791
Gosper	2,702	—26.7	570	767	672	685	38	516
Grant	1,179	—11.2	280	119	274	282	39	579
Greeley	5,632	—17.7	1,150	956	1,195	1,252	149	1,202
Hall	29,655	+ 7.7	8,000	1,567	6,637	6,778	596	11,611
Hamilton	8,312	—16.7	2,110	1,623	2,209	2,267	177	1,818
Harlan	5,823	—18.3	4,010	1,121	1,460	1,525	160	1,274
Hayes	2,197	—25.7	470	561	546	563	23	185
Hitchcock	5,452	—14.9	1,240	802	1,291	1,308	137	1,383
Holt	14,018	—15.3	3,200	2,305	3,288	3,368	335	3,628
Hooker	1,342	+ 7.1	280	123	244	246	36	837
Howard	7,048	—16.3	1,640	1,402	1,715	1,745	183	1,393
Jefferson	16,156	+ 4.0	4,310	1,611	3,674	3,775	320	4,403
Johnson	7,054	—18.6	1,950	1,282	1,986	2,032	189	1,651
Kearney	6,362	— 7.2	1,690	1,155	1,594	1,640	141	1,248
Keith	6,121	—26.5	1,470	706	1,746	1,772	185	3,587
Keyapaha	2,293	—29.1	500	572	602	615	43	268
Kimball	3,444	—12.0	870	515	880	891	102	1,345
Knox	14,466	—12.2	3,230	2,464	3,244	3,291	327	2,019
Lancaster	See Listing—End of State							
Lincoln	27,362	+ 7.6	6,730	1,962	5,621	5,703	537	9,999
Logan	1,472	—15.5	300	269	313	322	39	330
Loup	1,431	—19.5	320	314	349	355	34	165
McPherson	980	—16.6	190	264	205	207	8	87
Madison	22,278	— 8.2	5,680	1,874	5,477	5,653	598	8,718
Merrick	7,954	—15.0	2,070	1,238	2,142	2,177	249	2,258
Morrill	7,540	—20.1	1,700	1,007	1,840	1,888	194	2,284
Nance	6,219	—18.7	1,400	961	1,504	1,533	140	1,378
Nemaha	9,930	—22.3	2,780	1,471	3,108	3,159	259	3,005
Nuckolls	8,493	—18.7	2,040	1,373	2,207	2,233	213	2,262
Otoe	15,605	—17.8	4,300	2,215	4,601	4,675	477	5,168
Pawnee	6,585	—22.7	1,640	1,362	1,863	1,883	165	1,580
Perkins	4,408	—15.2	1,030	897	1,062	1,089	116	1,677
Phelps	7,196	—14.9	2,050	1,161	2,076	2,160	201	2,960
Pierce	8,860	—13.2	2,160	1,601	2,159	2,222	217	2,196
Platte	17,020	—15.7	3,800	2,094	3,961	4,036	378	5,789
Polk	7,127	—18.5	2,000	1,386	2,030	2,068	173	1,482
Redwillow	10,274	—14.0	2,610	1,047	2,647	2,717	302	5,223
Richardson	16,059	—16.3	4,150	1,915	4,351	4,409	397	5,489
Rock	3,214	—19.2	730	593	781	800	83	958
Saline	12,915	—14.0	3,440	2,057	3,541	3,581	360	3,606
Sarpy	10,522	+ 8.8	2,750	1,064	2,257	2,308	121	1,406
Saunders	17,086	— 4.5	4,490	2,668	4,193	4,272	390	4,196
Scotts Bluff	29,735	—12.3	6,880	1,900	6,895	7,021	616	14,936
Seward	11,983	—15.4	3,080	2,076	3,172	3,242	345	2,965
Sheridan	8,424	—14.6	2,060	1,236	2,122	2,173	223	3,728
Sherman	5,817	—25.1	1,180	1,167	1,363	1,385	144	1,200
Sioux	2,781	—30.5	610	699	767	780	39	298

County	POPULATION 1943*	% Change 1940-43	Radio Daily Homes 1944	No. of Farms	RADIO HOMES 1940 Census	RADIO HOMES NAB Projection	RETAIL—SERVICE Stores	RETAIL—SERVICE Sales
Stanton	5,843	—15.2	1,410	1,218	1,468	1,480	99	955
Thayer	10,160	—17.1	2,520	1,641	2,676	2,711	286	2,932
Thomas	1,185	—23.7	280	189	317	319	48	338
Thurston	8,443	—17.7	1,650	1,100	1,734	1,789	160	1,811
Valley	6,845	—16.1	1,650	1,173	1,738	1,758	150	1,720
Washington	10,134	—12.5	2,700	1,577	2,713	2,788	170	2,291
Wayne	8,431	—14.7	2,230	1,451	2,316	2,350	182	2,409
Webster	6,961	—13.8	1,650	1,283	1,691	1,713	166	1,847
Wheeleer	1,538	—28.2	330	377	392	397	33	170
York	12,507	—15.9	3,370	1,829	3,544	3,590	300	4,346
City	METROPOLITAN DISTRICTS—COUNTIES							
LINCOLN (Lancaster)	95,526	— 5.0	27,810	2,915	26,329	26,482	537	9,999
OMAHA (Douglas; Pottawattamie, Ia.) COUNCIL BLUFFS, IA.	307,312	— 2.0	87,090	5,554	78,409	80,642	6,091	139,080
TOTAL STATE	1,194,124	— 9.1	312,520	121,062	298,700	305,681	2,641	$423,568

* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by **RADIO DAILY** from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

NEVADA

Population 1943* **136,685**
Radio Homes, 1944 (RADIO DAILY Estimate) **38,770**
No. of Farms, 1940 ..... **3,573**

County	POPULATION 1943*	% Change 1940-43	Radio Daily Homes 1944	No. of Farms	RADIO HOMES 1940 Census	RADIO HOMES NAB Projection	RETAIL—SERVICE Stores	RETAIL—SERVICE Sales
Churchill	4,920	— 7.5	1,240	597	1,183	1,218	95	$2,596
Clark	41,790	+154.6	10,320	362	3,788	3,871	395	9,959
Douglas	1,641	—20.2	420	127	437	473	56	938
Elko	9,928	— 9.0	2,560	491	2,433	2,535	291	5,415
Esmeralda	770	—50.5	240	25	400	405	43	886
Eureka	938	—31.1	200	59	248	263	34	326
Humboldt	4,087	—13.8	970	226	958	1,009	119	2,733
Lander	1,514	—13.2	380	54	390	395	55	763
Lincoln	4,043	— 2.1	1,070	217	961	991	83	1,270
Lyon	3,564	—12.6	920	342	903	944	93	1,141
Mineral	7,686	+797.9	4,410	83	475	486	50	772
Nye	4,273	+18.5	1,190	141	897	926	127	2,026
Ormsby	2,904	— 9.5	830	28	821	830	82	1,578
Pershing	2,827	+ 4.2	650	108	593	612	60	1,071
Storey	506	—58.4	200	8	317	344	30	404
Washoe	34,155	+ 5.2	10,430	516	8,703	9,069	838	27,132
White Pine	11,139	—10.0	2,740	189	2,693	2,748	190	6,173
TOTAL STATE	136,685	+25.7	38,770	3,573	26,200	27,119	9,639	$65,183

* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by **RADIO DAILY** from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

N. HAMPSHIRE

Population 1943*. **454,490**
Radio Homes, 1944 (RADIO DAILY Estimate) **122,670**
No. of Farms, 1940 **16,554**

County	POPULATION 1943*	% Change 1940-43	Radio Daily Homes 1944	No. of Farms	RADIO HOMES 1940 Census	RADIO HOMES NAB Projection	RETAIL—SERVICE Stores	RETAIL—SERVICE Sales
Belknap	21,524	—11.5	5,780	854	5,858	5,894	477	$9,842
Carroll	12,787	—18.0	3,450	742	3,657	3,754	450	5,708
Cheshire	33,230	— 4.9	9,030	1,557	8,321	8,596	580	12,265
Coos	32,605	—17.0	7,940	1,136	8,343	8,532	746	12,930
Grafton	39,060	—12.5	10,330	2,034	10,318	10,655	880	18,461
Hillsborough	See Listing—End of State							
Merrimack	50,664	—16.5	13,290	2,120	14,028	14,290	1,069	22,732
Rockingham	58,212	+ 0.4	16,320	2,993	14,468	14,844	1,335	23,323
Strafford	43,051	— 1.2	11,760	1,226	10,584	10,788	820	17,809
Sullivan	25,908	+ 1.8	6,920	1,285	6,058	6,173	408	9,404
City	METROPOLITAN DISTRICTS—COUNTIES							
MANCHESTER (Hillsborough)	137,449	— 5.1	37,850	2,607	35,174	36,048	2,874	60,055
TOTAL STATE	454,490	— 7.5	122,670	16,554	116,809	119,664	19,639	$192,529

* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by **RADIO DAILY** from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

NEW JERSEY

Population 1943* 4,103,454
Radio Homes, 1944 (RADIO DAILY Estimate) 1,143,080
No. of Farms, 1940..... 25,835

County	POPULATION 1943*	% Change 1910-43	Radio Daily Homes 1944	No. of Farms	RADIO HOMES 1940 Census	RADIO HOMES NAB Projection	RETAIL—SERVICE Stores	RETAIL—SERVICE Sales
Atlantic	See Listing—End of State							
Bergen	See Listing—End of State							
Burlington	See Listing—End of State							
Camden	See Listing—End of State							
Cape May	26,034	— 9.0	7,860	418	7,587	7,785	1,411	17,456
Cumberland	72,874	— 0.4	19,690	2,750	17,479	17,900	1,461	28,873
Essex	See Listing—End or State							
Gloucester	See Listing—End of State							
Hudson	See Listing—End of State							
Hunterdon	34,696	— 5.6	9,810	2,431	9,292	9,434	751	11,364
Mercer	See Listing—End of State							
Middlesex	See Listing—End of State							
Monmouth	See Listing—End of State							
Morris	See Listing—End of State							
Ocean	36,794	— 0.9	10,820	875	9,618	9,925	1,315	19,736
Passaic	See Listing—End of State							
Salem	42,479	+ 1.0	11,320	1,547	9,963	10,199	774	14,223
Somerset	74,965	+ 0.8	19,500	1,319	17,016	17,564	1,374	23,328
Sussex	30,388	+ 2.6	8,270	1,273	7,205	7,319	737	12,595
Union	See Listing—End of State							
Warren	48,226	— 3.9	13,630	1,521	12,665	12,856	1,160	16,064
City	**METROPOLITAN DISTRICTS—COUNTIES**							
ATLANTIC CITY (Atlantic) ...	107,272	—13.5	30,540	1,618	30,852	31,814	3,964	64,301
TRENTON (Mercer)	196,966	— 0.2	50,730	1,135	44,807	46,118	4,535	89,873
TOTAL STATE..	4,103,454	— 1.2	1,143,080	25,835	1,020,466	1,050,612	91,715	$1,704,931

Note—Bergen, Essex, Hudson, Middlesex, Monmouth, Morris, Passaic, Union Counties contained in New York Northeastern Metropolitan District. Listed under New York. Burlington, Camden, Gloucester Counties contained in Philadelphia Metropolitan District. Listed under Pennsylvania.

* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by **RADIO DAILY** from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

NEW MEXICO

Population 1043* 496,161
Radio Homes, 1944 (RADIO DAILY Estimate) 73,920
No. of Farms, 1940.... 34,105

County	POPULATION 1943*	% Change 1910-43	Radio Daily Homes 1944	No. of Farms	RADIO HOMES 1940 Census	RADIO HOMES NAB Projection	RETAIL—SERVICE Stores	RETAIL—SERVICE Sales
Bernalillo	72,477	+ 4.4	15,280	1,646	12,688	13,396	1,220	$27,188
Catron	3,182	—34.8	410	641	550	558	90	370
Chaves	25,461	+ 6.2	4,740	979	3,955	4,088	479	9,220
Colfax	14,918	—20.3	2,750	659	3,014	3,057	354	5,127
Curry	20,584	+13.4	4,460	1,191	3,502	3,633	418	8,803
DeBaca	4,564	+22.5	670	347	490	508	81	780
Dona Ana	27,469	— 9.7	3,750	1,574	3,695	3,746	412	5,483
Eddy	25,610	+ 5.3	4,380	655	3,867	3,983	377	8,519
Grant	21,317	+12.8	3,770	618	2,993	3,059	263	5,116
Guadalupe	7,654	—11.5	580	476	551	590	139	1,503
Harding	3,176	—27.4	340	475	450	477	72	702
Hidalgo	6,235	+29.3	1,020	228	737	746	111	1,709
Lea	17,160	—18.9	4,150	549	4,254	4,559	392	8,752
Lincoln	6,678	—22.0	1,010	640	1,094	1,144	179	1,438
Luna	8,434	+30.6	1,400	308	970	987	150	2,294
McKinley	31,723	+34.2	3,440	1,996	2,283	2,385	303	6,736
Mora	8,315	—24.3	300	1,222	333	340	109	633
Otero	11,050	+ 5.0	1,480	656	1,315	1,348	207	2,364
Quay	11,670	— 3.6	2,260	999	2,069	2,132	255	3,614
Rio Arriba	20,994	—17.2	980	2,622	1,039	1,058	194	1,761
Roosevelt	12,995	—10.7	2,180	1,797	2,087	2,206	222	3,152
Sandoval	12,603	— 9.3	760	1,710	743	765	134	876
San Juan	8,262	—51.7	850	2,383	1,385	1,440	169	2,127
San Miguel	23,942	—14.2	1,990	1,482	2,029	2,073	334	4,482
Santa Fe	26,427	—14.3	3,990	973	4,074	4,161	369	9,045
Sierra	5,175	—25.7	740	397	877	883	169	1,221
Socorro	9,205	—19.4	820	798	881	897	173	1,520

County	POPULATION 1943*	% Change 1910-43	Radio Daily Homes 1944	No. of Farms	RADIO HOMES 1940 Census	RADIO HOMES NAB Projection	RETAIL—SERVICE Stores	RETAIL—SERVICE Sales
Taos	15,596	—15.8	890	1,803	921	948	255	1,796
Torrance	8,264	—25.0	860	1,301	970	1,008	175	1,291
Union	6,921	—23.9	2,200	1,035	1,366	1,395	189	2,073
Valencia	18,100	—10.6	1,470	1,945	1,427	1,483	235	2,422
TOTAL STATE	496,161	— 6.5	73,920	34,105	66,609	69,053	8,229	$132,117

* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by **RADIO DAILY** from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

NEW YORK

Population 1943* 12,684,378
Radio Homes, 1944 (RADIO DAILY Estimate) 3,638,130
No. of Farms, 1940 153,238

County	POPULATION 1943*	% Change 1910-43	Radio Daily Homes 1944	No. of Farms	RADIO HOMES 1940 Census	RADIO HOMES NAB Projection	RETAIL—SERVICE Stores	RETAIL—SERVICE Sales
Albany	See Listing—End of State							
Allegany	37,480	— 5.5	9,970	3,018	9,311	9,585	764	11,740
Bronx	See Listing—End of State							
Broome	See Listing—End of State							
Cattaraugus	64,236	—11.6	17,520	4,124	17,354	17,878	1,331	28,172
Cayuga	59,359	— 9.4	16,600	3,359	15,934	16,434	1,406	24,615
Chautauqua	115,595	— 6.5	34,490	5,573	32,632	33,487	2,354	44,202
Chemung	76,457	+ 3.7	21,300	1,508	18,454	19,296	1,658	33,917
Chenango	33,800	— 7.3	9,360	3,371	8,883	9,082	872	14,641
Clinton	42,875	—16.3	9,380	2,753	9,778	9,982	891	16,142
Columbia	36,699	—11.5	10,300	2,153	10,229	10,514	1,054	14,607
Cortland	30,457	— 9.5	8,880	1,787	8,615	8,879	771	15,262
Delaware	36,939	— 9.9	9,590	3,738	9,364	9,592	966	15,964
Dutchess	118,795	— 1.4	28,770	1,958	25,690	26,386	2,440	52,783
Erie	See Listing—End of State							
Essex	29,825	—12.7	7,250	1,604	7,238	7,473	791	12,126
Franklin	40,815	— 7.8	9,420	2,761	8,954	9,235	1,035	16,080
Fulton	45,165	— 7.1	13,930	1,323	13,327	13,523	1,054	20,056
Genesee	40,978	— 7.9	11,300	2,487	10,745	11,074	797	16,426
Greene	24,304	—13.0	7,140	1,653	7,229	7,363	808	9,870
Hamilton	2,895	—30.9	760	248	949	971	216	1,459
Herkimer	See Listing—End of State							
Jefferson	70,261	—14.8	18,800	4,205	20,380	20,834	2,052	33,591
Kings	See Listing—End of State							
Lewis	19,102	—16.3	4,610	2,126	4,774	4,905	479	5,778
Livingston	33,809	—12.2	8,410	2,155	8,353	8,577	802	11,378
Madison	37,282	— 5.8	10,660	2,752	9,845	10,163	884	15,170
Monroe	See Listing—End of State							
Montgomery	53,446	— 9.6	15,590	1,813	15,286	15,588	1,291	22,542
Nassau	See Listing—End of State							
New York	See Listing—End of State							
Niagara	See Listing—End of State							
Oneida	See Listing—End of State							
Onondaga	See Listing—End of State							
Ontario	50,152	— 9.3	13,900	3,093	13,270	13,805	1,107	20,364
Orange	125,619	— 6.3	35,800	3,513	33,337	34,416	3,369	62,270
Orleans	24,703	—11.0	7,080	2,161	7,001	7,147	559	8,538
Oswego	63,371	—10.3	17,750	4,426	17,284	17,752	1,387	22,000
Otsego	39,956	—13.3	11,390	3,752	11,450	11,737	1,077	18,776
Putnam	13,996	—15.5	3,780	346	3,959	4,023	422	8,257
Queens	See Listing—End of State							
Rensselaer	See Listing—End of State							
Richmond	See Listing—End of State							
Rockland	See Listing—End of State							
St. Lawrence	88,190	— 3.2	20,290	6,236	19,413	19,904	1,846	28,728
Saratoga	62,892	— 4.1	19,970	2,591	16,507	16,833	1,556	21,619
Schenectady	See Listing—End of State							
Schoharie	18,799	— 9.7	5,130	2,453	5,003	5,127	401	6,645
Schuyler	11,540	—11.1	3,220	1,126	3,146	3,254	307	3,568
Seneca	26,030	+ 1.2	6,330	1,413	5,399	5,706	477	5,804
Steuben	81,190	— 4.4	21,300	4,513	20,031	20,748	1,572	27,825
Suffolk	195,354	— 0.3	47,780	2,344	43,682	44,651	4,793	93,394
Sullivan	32,570	—14.1	9,140	2,778	9,224	9,515	1,396	19,392
Tioga	24,546	— 9.3	6,920	2,127	6,545	6,850	543	8,301
Tompkins	46,477	+ 9.8	13,650	1,966	11,087	11,369	749	18,691
Ulster	76,513	—12.1	21,980	3,286	22,088	22,427	2,060	32,924
Warren	33,674	— 6.6	9,480	1,096	9,044	9,199	884	20,414
Washington	41,076	—12.1	10,610	2,934	10,592	10,823	919	11,461
Wayne	49,032	— 7.0	14,040	4,334	13,131	13,630	1,000	19,477
Westchester	See Listing—End of State							
Wyoming	28,689	— 8.6	7,550	2,616	7,339	7,471	578	8,975
Yates	15,079	— 7.9	4,480	1,548	4,272	4,394	259	4,668

County	POPULATION 1943*	% Change 1940-43	Radio Daily Homes 1944	No. of Farms	RADIO HOMES 1940 Census	RADIO HOMES NAB Projection	RETAIL—SERVICE Stores	RETAIL—SERVICE Sales
City			**METROPOLITAN DISTRICTS—COUNTIES**					
ALBANY (Albany, Rensselaer, Schenectady)								
SCHENECTADY								
TROY	442,586	— 4.9	133,220	5,790	124,035	126,874	10,374	224,641
BINGHAMTON								
(Broome)	159,745	— 3.6	43,730	2,851	40,239	41,249	3,037	68,342
BUFFALO (Erie, Niagara)								
NIAGARA								
FALLS	966,545	+ 0.9	270,090	10,042	237,711	243,328	17,943	391,821
NEW YORK, NORTHEASTERN NEW JERSEY (Bronx, Kings, Nassau, New York, Queens, Richmond, Rockland, Westchester; Bergen, Essex, Hudson, Middlesex, Monmouth, Morris, Passaic.								
Union, N. J.).	10,990,877	— 4.6	3,171,500	8,262	2,864,050	3,020,476	241,337	5,492,634
ROCHESTER								
(Monroe) ...	420,303	— 4.1	124,750	4,129	113,480	117,687	8,591	203,857
SYRACUSE								
(Onondaga) ..	264,943	—10.2	77,630	4,490	74,709	77,634	5,289	130,114
UTICA (Herkimer, Oneida)								
ROME	256,305	— 2.6	69,150	7,022	63,176	64,623	5,606	96,307
TOTAL STATE..	12,684,378	— 5.7	3,638,130	153,238	3,385,703	3,498,754	302,325	$6,243,699

* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by **RADIO DAILY** from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

N. CAROLINA

Population 1943* ... 3,424,954
Radio Homes, 1944 (RADIO DAILY Estimate) 518,560
No. of Farms, 1940.. 278,276

County	POPULATION 1943*	% Change 1940-43	Radio Daily Homes 1944	No. of Farms	RADIO HOMES 1940 Census	RADIO HOMES NAB Projection	RETAIL—SERVICE Stores	RETAIL—SERVICE Sales
Alamance	57,143	— 0.5	10,390	2,402	9,675	9,891	802	$14,894
Alexander	12,839	— 4.6	1,710	1,988	1,596	1,633	155	1,206
Alleghany	8,080	— 3.1	940	1,690	860	878	157	647
Anson	25,037	—12.0	2,790	2,324	2,731	2,842	284	3,544
Ashe	19,399	—14.4	2,220	4,153	2,218	2,308	313	1,333
Avery	10,778	—20.5	1,160	1,584	1,285	1,306	141	572
Beaufort	32,046	—12.0	3,820	3,256	3,822	3,899	595	5,917
Bertie	23,901	— 8.8	2,370	3,095	2,273	2,349	270	2,662
Bladen	25,060	— 7.7	2,470	3,297	2,342	2,418	259	2,940
Brunswick	17,825	+ 4.2	1,670	1,721	1,406	1,460	232	1,218
Buncombe	See Listing—End of State							
Burke	35,972	— 6.8	5,500	2,228	5,242	5,340	456	5,736
Cabarrus	63,645	+ 7.2	12,320	1,843	10,315	10,537	747	14,695
Caldwell	35,006	— 2.2	5,280	2,705	4,775	4,890	391	5,765
Camden	4,955	— 8.9	480	561	656	672	73	211
Carteret	18,345	+ 0.7	2,630	714	2,321	2,366	311	3,183
Caswell	18,388	— 8.2	1,870	3,000	1,691	1,831	136	1,052
Catawba	48,793	— 5.5	9,340	3,082	8,733	8,982	704	10,703
Chatham	22,164	—10.4	3,000	3,173	2,827	3,000	274	2,832
Cherokee	17,426	— 7.4	2,030	2,182	1,902	1,970	225	1,784
Chowan	11,039	— 4.6	1,290	1,006	1,200	1,229	161	1,859
Clay	5,272	—17.7	480	1,097	513	537	64	177
Cleveland	56,741	— 2.3	8,860	4,750	8,022	8,200	561	9,490
Columbus	43,895	— 3.9	4,770	5,426	4,331	4,500	474	6,674
Craven	34,369	+ 9.8	4,440	2,226	3,598	3,702	529	6,310
Cumberland	63,884	+26.2	8,570	2,960	6,079	6,299	621	10,740
Currituck	5,903	—11.8	710	778	704	724	112	505
Dare	4,429	—24.6	800	55	909	938	151	827
Davidson	49,266	— 7.7	9,240	3,298	8,729	9,057	566	8,547
Davie	13,172	—11.7	2,160	1,521	2,003	2,100	207	1,730
Duplin	37,573	— 5.5	3,970	5,385	3,684	3,815	504	3,991
Durham	See Listing—End of State							
Edgecombe	44,223	—10.0	5,700	3,156	5,497	5,696	550	9,223
Forsyth	See Listing—End of State							
Franklin	27,745	— 8.7	2,870	3,630	2,703	2,838	266	2,803
Gaston	89,661	+ 2.4	16,830	2,207	14,656	15,029	1,030	16,552
Gates	9,055	—10.0	870	1,308	799	871	93	671
Graham	10,685	+66.5	930	818	537	548	65	371
Granville	26,770	— 8.8	2,870	3,555	2,860	2,841	297	3,799
Greene	16,325	—12.0	2,050	2,355	2,015	2,086	138	1,516
Guilford	See Listing—End of State							
Halifax	52,327	— 7.4	5,250	3,552	4,967	5,100	706	9,075
Hartnett	41,882	— 5.3	5,340	4,349	5,029	5,177	483	5,830
Haywood	30,568	—12.2	4,470	3,119	4,449	4,574	400	5,727
Henderson	23,269	—10.7	4,230	2,323	4,076	4,268	316	5,697

County	POPULATION 1943*	POPULATION % Change 1940-43	Radio Daily Homes 1944	No. of Farms	RADIO HOMES 1940 Census	RADIO HOMES NAB Projection	RETAIL—SERVICE Stores	RETAIL—SERVICE Sales
Hertford	17,004	—12.1	1,900	2,023	1,854	1,942	205	2,626
Hoke	15,421	+ 3.4	1,480	1,687	1,246	1,306	107	1,401
Hyde	6,206	—20.8	610	996	665	683	142	451
Iredell	45,968	— 8.8	7,900	3,905	7,621	7,817	755	8,929
Jackson	16,874	—12.9	1,670	2,565	1,664	1,721	185	2,166
Johnston	56,306	—11.7	7,090	7,646	7,063	7,235	670	7,820
Jones	9,665	—11.5	910	1,493	862	924	91	637
Lee	17,954	— 4.2	3,000	1,620	2,718	2,836	241	3,906
Lenoir	38,871	— 5.7	5,630	3,519	5,182	5,411	497	9,384
Lincoln	22,799	— 5.7	3,630	2,548	3,411	3,494	352	3,320
McDowell	21,238	— 7.6	3,060	1,243	2,893	2,996	259	3,031
Macon	14,110	—11.1	1,480	2,243	1,453	1,498	240	1,759
Madison	17,842	—20.8	1,900	3,891	2,048	2,120	298	1,370
Martin	23,937	— 8.3	2,310	2,406	2,178	2,259	341	4,083
Mecklenburg	See Listing—End of State							
Mitchell	13,903	—13.0	1,930	2,175	1,924	1,985	174	1,665
Montgomery	15,806	— 2.9	2,140	1,284	1,923	2,002	243	2,433
Moore	30,931	— 0.1	4,200	2,243	3,631	3,816	376	4,946
Nash	51,259	— 7.8	6,520	4,941	6,246	6,394	530	9,280
New Hanover	77,562	+61.8	14,130	324	7,803	8,230	948	17,480
Northampton	24,961	—11.8	2,010	2,941	1,950	2,045	235	1,679
Onslow	26,337	+46.8	2,490	2,188	1,445	1,579	223	1,609
Orange	23,588	+ 2.2	3,890	2,043	3,374	3,474	270	3,685
Pamlico	8,860	— 8.7	870	843	817	856	122	480
Pasquotank	22,925	+11.5	3,790	844	2,998	3,107	361	5,265
Pender	17,020	— 3.9	1,580	1,965	1,449	1,487	179	1,386
Perquimans	9,523	— 2.6	1,100	1,056	1,001	1,030	157	1,252
Person	22,628	— 9.6	2,700	2,832	2,629	2,697	255	3,157
Pitt	54,997	—10.2	6,980	5,650	6,802	6,977	681	12,359
Polk	10,661	—10.2	1,550	1,271	1,511	1,548	135	1,123
Randolph	40,470	— 9.2	7,110	4,230	6,595	7,042	538	6,056
Richmond	35,847	— 2.6	5,170	1,790	4,619	4,832	328	6,169
Robeson	84,031	+ 9.3	8,410	7,797	6,788	7,062	783	11,568
Rockingham	55,105	— 4.8	9,530	4,226	8,865	9,072	824	11,122
Rowan	57,354	—17.1	12,120	3,417	12,697	13,032	932	16,173
Rutherford	40,453	—11.2	6,410	3,796	6,349	6,476	557	6,190
Sampson	44,021	— 7.2	4,510	6,443	4,239	4,377	537	5,445
Scotland	21,892	— 5.8	2,310	1,702	2,090	2,223	259	3,418
Stanly	31,466	— 4.2	5,950	2,408	5,419	5,611	420	6,309
Stokes	20,522	— 9.4	2,720	4,071	2,639	2,694	250	1,530
Surry	41,868	+ 0.2	6,310	4,471	5,605	5,744	565	7,490
Swain	12,567	+ 3.2	1,100	1,617	941	967	154	830
Transylvania	12,657	+ 3.4	1,890	1,010	1,570	1,673	122	1,903
Tyrrell	4,809	—13.4	570	599	579	588	80	439
Union	36,264	— 7.2	5,360	4,552	4,997	5,200	497	5,199
Vance	27,686	— 7.6	3,490	2,179	3,290	3,422	380	6,356
Wake	104,492	— 4.6	17,870	5,255	16,529	17,024	1,441	33,976
Warren	21,700	— 6.2	1,550	2,558	1,440	1,488	243	2,354
Washington	11,904	— 3.4	1,310	969	1,200	1,228	182	1,362
Watauga	15,699	—13.3	1,990	2,696	2,008	2,055	261	1,958
Wayne	58,490	+ 0.3	7,630	4,378	6,736	6,937	707	11,529
Wilkes	37,346	—13.2	4,120	5,350	4,086	4,249	534	4,792
Wilson	46,174	— 8.1	6,580	4,118	6,191	6,449	637	10,396
Yadkin	18,076	—12.5	2,620	2,948	2,566	2,693	211	1,295
Yancey	14,016	—18.5	1,380	2,884	1,475	1,515	230	748
City		**METROPOLITAN DISTRICTS—COUNTIES**						
ASHEVILLE (Buncombe)	96,552	—11.2	19,400	5,426	19,024	19,593	1,530	32,476
CHARLOTTE (Mecklenburg)	155,160	+ 2.2	31,120	3,223	26,847	27,785	1,929	55,395
DURHAM (Durham)	83,274	+ 3.8	17,420	1,476	14,882	15,275	1,186	27,823
GREENSBORO (Guilford)	150,410	— 2.3	31,900	4,941	28,486	29,540	2,088	48,105
WINSTON-SALEM (Forsyth)	114,638	— 9.4	23,570	3,489	22,900	23,338	1,832	35,265
TOTAL STATE	3,424,954	— 3.9	518,560	278,276	471,863	487,353	44,328	$675,361

* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by **RADIO DAILY** from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

N. DAKOTA

Population 1943* 541,395
Radio Homes, 1944 (RADIO DAILY Estimate) 128,290
No. of Farms, 1940 73,962

County	POPULATION 1943*	POPULATION % Change 1910-43	Radio Daily Homes 1944	No. of Farms	RADIO HOMES 1940 Census	RADIO HOMES NAB Projection	RETAIL—SERVICE Stores	RETAIL—SERVICE Sales
Adams	3,631	—22.1	1,890	753	963	1,008	93	$1,022
Barnes	14,534	—18.4	3,720	1,999	3,945	4,044	355	4,872
Benson	10,335	—18.2	2,300	1,648	2,459	2,504	177	1,734
Billings	1,639	—35.2	330	471	423	427	17	102
Bottineau	10,784	—18.6	2,670	2,219	2,851	2,926	263	2,628
Bowman	3,546	— 8.1	860	659	822	845	107	1,107
Burke	6,448	—15.7	1,660	1,201	1,734	1,764	181	1,199
Burleigh	18,590	—17.4	4,880	1,212	4,868	5,051	329	9,639
Cass	45,637	—13.6	12,040	2,592	12,191	12,538	944	25,513
Cavalier	11,790	—15.3	2,590	2,104	2,665	2,720	258	2,492
Dickey	8,299	—15.1	1,980	1,274	2,037	2,080	180	2,085
Divide	5,517	—22.1	1,490	1,306	1,658	1,691	137	1,271
Dunn	6,230	—25.6	1,220	1,359	1,397	1,445	111	799
Eddy	4,466	—22.2	1,100	678	1,215	1,247	111	1,564
Emmons	9,447	—19.2	1,650	1,413	1,776	1,814	115	1,378
Foster	4,859	—16.6	1,160	661	1,221	1,254	135	1,596
Golden Valley	3,063	—12.4	770	507	762	784	80	895
Grand Forks	29,963	—13.2	7,780	2,065	7,844	8,018	571	14,355
Grant	6,486	—21.5	1,210	1,233	1,355	1,382	98	793
Griggs	4,712	—19.0	1,130	940	1,231	1,250	105	1,136
Hettinger	6,961	— 6.7	1,390	1,055	1,337	1,348	117	1,468
Kidder	5,480	—18.1	1,190	1,025	1,263	1,289	108	909
La Moure	9,086	—11.8	2,060	1,429	2,027	2,098	183	1,635
Logan	6,490	—14.2	1,210	1,044	1,247	1,264	100	845
McHenry	11,919	—15.1	2,730	1,992	2,827	2,873	249	2,177
McIntosh	7,934	—11.7	1,530	1,118	1,536	1,559	124	1,194
McKenzie	6,462	—23.3	1,600	1,563	1,805	1,837	113	1,052
McLean	14,662	— 8.8	3,210	2,423	3,126	3,179	253	2,294
Mercer	8,204	—14.6	1,540	1,057	1,599	1,620	123	1,393
Morton	18,107	—10.3	3,990	1,755	3,842	3,994	320	4,578
Mountrail	8,850	—15.6	2,180	1,831	2,274	2,320	203	1,905
Nelson	7,704	—15.6	1,850	1,268	1,925	1,972	193	1,761
Oliver	3,365	—12.8	690	638	671	706	29	231
Pembina	12,684	—19.1	3,050	1,811	3,166	3,236	331	3,316
Pierce	7,865	—14.6	1,630	1,137	1,661	1,716	130	1,903
Ramsey	12,464	—20.2	3,110	1,497	3,340	3,458	308	5,794
Ransom	8,484	—15.7	2,100	1,257	2,122	2,227	187	2,362
Renville	5,182	— 6.3	1,390	1,056	1,299	1,337	108	1,023
Richland	17,417	—15.1	4,230	2,490	4,320	4,452	366	5,627
Rolette	9,761	—22.4	1,670	1,254	1,860	1,898	149	1,994
Sargent	7,213	—17.0	1,740	1,285	1,827	1,869	157	1,219
Sheridan	5,506	—16.8	1,190	1,018	1,255	1,285	117	748
Sioux	3,557	—19.5	660	447	656	671	47	525
Slope	2,005	—31.6	500	589	614	630	31	149
Stark	14,018	— 9.1	2,960	1,320	2,848	2,927	207	3,960
Steele	4,316	—30.3	1,000	981	1,228	1,249	102	853
Stutsman	20,498	—12.8	4,540	2,256	4,562	4,677	373	6,418
Towner	5,780	—19.7	1,430	1,030	1,520	1,583	160	1,669
Traill	11,677	— 5.1	2,770	1,498	2,587	2,642	249	3,209
Walsh	17,260	—16.8	3,740	2,490	3,919	4,015	331	5,032
Ward	26,984	—15.6	7,020	2,447	7,244	7,471	647	11,920
Wells	9,852	—12.0	2,390	1,527	2,386	2,442	227	2,436
Williams	13,742	—15.8	3,570	2,080	3,690	3,801	340	5,001
TOTAL STATE..	541,395	—15.6	128,290	73,962	131,006	134,437	11,049	$162,780

* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by **RADIO DAILY** from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

OHIO

Population 1943* 6,822,021
Radio Homes, 1944 (RADIO DAILY Estimate) 1,894,240
No. of Farms, 1940 233,783

County	POPULATION 1943*	POPULATION % Change 1910-43	Radio Daily Homes 1944	No. of Farms	RADIO HOMES 1940 Census	RADIO HOMES NAB Projection	RETAIL—SERVICE Stores	RETAIL—SERVICE Sales
Adams	17,333	—20.1	3,610	2,684	3,966	4,013	384	$3,068
Allen	69,817	— 4.8	19,940	2,574	18,570	18,991	1,444	29,477
Ashland	27,644	— 7.2	8,060	2,336	7,508	7,826	511	10,652
Ashtabula	65,766	— 4.2	18,930	4,746	17,353	17,852	1,366	25,217
Athens	38,250	—17.1	9,340	2,413	9,642	10,042	774	11,875
Auglaize	26,022	— 7.2	7,420	2,387	7,048	7,200	589	7,496
Belmont	See Listing—End of State							

County	POPULATION 1943*	POPULATION % Change 1940-43	Radio Daily Homes 1944	No. of Farms	RADIO HOMES 1940 Census	RADIO HOMES NAB Projection	RETAIL—SERVICE Stores	RETAIL—SERVICE Sales
Brown	18,382	—15.0	4,460	3,326	4,602	4,694	423	3,903
Butler	See Listing—End of State							
Carroll	15,541	—10.9	3,890	1,930	3,821	3,928	304	3,187
Champaign	24,391	— 3.4	6,870	2,055	6,321	6,422	482	6,968
Clark	See Listing—End of State							
Clermont	31,490	— 7.7	8,280	3,465	7,993	8,114	625	7,303
Clinton	22,014	— 2.5	6,340	2,020	5,781	5,924	516	7,742
Columbiana	86,347	— 4.2	23,410	3,643	21,437	22,082	1,870	31,967
Coshocton	26,441	—13.6	7,090	2,497	7,208	7,381	584	8,597
Crawford	34,814	— 2.1	10,310	2,053	9,334	9,548	737	11,892
Cuyahoga	See Listing—End of State							
Darke	35,781	— 7.9	9,860	4,680	9,443	9,663	798	10,718
Defiance	21,652	—11.1	6,040	2,141	5,944	6,101	490	7,386
Delaware	22,749	—15.1	6,330	2,780	6,366	6,665	517	7,320
Erie	45,267	+ 4.8	12,920	1,560	10,918	11,239	954	16,811
Fairfield	43,991	— 9.3	11,830	3,031	11,470	11,712	794	13,135
Fayette	19,554	— 8.6	5,060	1,564	4,916	5,013	391	7,369
Franklin	See Listing—End of State							
Fulton	21,801	— 7.7	6,100	2,771	5,823	5,983	468	7,407
Gallia	23,284	— 6.6	4,270	2,736	3,995	4,144	310	4,514
Geauga	15,822	—18.6	3,930	2,497	4,255	4,318	306	4,546
Greene	41,769	+21.5	11,200	2,164	8,281	8,481	502	9,377
Guernsey	31,873	—17.9	8,430	2,767	8,808	9,156	709	9,427
Hamilton	See Listing—End of State							
Hancock	35,452	—13.1	10,720	2,830	10,773	11,057	732	12,905
Hardin	25,272	— 6.6	7,110	2,358	6,739	6,906	587	6,898
Harrison	17,273	—15.0	4,310	1,818	4,368	4,533	343	3,646
Henry	20,171	—11.4	5,570	2,450	5,525	5,621	418	6,090
Highland	24,541	— 9.4	6,640	2,986	6,428	6,572	548	7,622
Hocking	16,954	—21.2	3,990	1,403	4,396	4,486	321	4,395
Holmes	15,800	—11.6	3,000	2,286	2,994	3,063	294	3,708
Huron	29,975	—13.9	8,710	2,457	8,820	9,069	763	11,677
Jackson	23,239	—13.9	5,340	1,757	5,463	5,562	436	6,598
Jefferson	88,073	—10.2	21,740	2,011	21,380	21,742	1,768	34,649
Knox	28,254	— 8.9	8,170	2,893	7,749	8,087	556	9,706
Lake	52,546	+ 5.1	15,200	1,601	12,959	13,217	897	18,498
Lawrence	See Listing—End of State							
Licking	59,723	— 4.1	17,400	3,994	15,759	16,420	1,098	20,043
Logan	26,274	—11.3	7,710	2,493	7,614	7,785	687	8,927
Lorain	113,064	+ 0.6	31,630	3,423	27,895	28,497	2,047	39,348
Lucas	See Listing—End of State							
Madison	20,145	— 7.6	4,500	1,552	4,309	4,414	375	6,033
Mahoning	See Listing—End of State							
Marion	45,300	+ 0.9	13,070	1,838	11,289	11,769	734	14,759
Medina	32,611	— 1.3	9,370	3,126	8,328	8,597	630	11,367
Meigs	20,724	—14.0	4,820	2,703	4,895	5,019	391	5,141
Mercer	23,314	—11.2	5,870	2,795	5,818	5,927	522	7,107
Miami	54,096	+ 2.8	15,980	2,867	13,867	14,148	914	17,761
Monroe	14,573	—21.8	2,940	2,986	3,224	3,333	271	2,224
Montgomery	See Listing—End of State							
Morgan	10,963	—22.9	2,630	2,186	2,928	3,020	216	2,457
Morrow	13,737	—12.2	3,750	2,315	3,695	3,824	190	2,882
Muskingum	64,970	— 6.9	18,190	3,381	17,252	17,656	1,240	24,697
Noble	10,526	—27.8	2,260	2,193	2,722	2,760	257	2,000
Ottawa	24,761	+ 2.4	7,020	1,680	6,026	6,264	510	7,683
Paulding	13,365	—13.9	3,580	1,758	3,642	3,723	323	3,425
Perry	23,690	—23.8	5,920	2,130	6,708	6,884	479	6,051
Pickaway	26,035	— 6.6	5,790	1,869	5,527	5,622	442	5,732
Pike	12,216	—24.2	2,100	1,702	2,373	2,437	251	2,152
Portage	50,058	+ 7.3	13,500	3,368	11,221	11,545	789	15,282
Preble	22,415	— 3.9	6,210	2,588	5,743	5,858	530	6,324
Putnam	19,881	—20.5	5,140	2,867	5,621	5,775	524	5,772
Richland	71,250	— 3.5	19,690	2,857	17,986	18,570	1,293	28,730
Ross	46,815	—10.2	10,510	2,765	10,270	10,516	718	13,747
Sandusky	42,968	+ 4.8	11,410	2,383	10,506	10,791	855	13,878
Scioto	73,546	—15.0	17,130	3,354	17,305	18,029	1,456	23,749
Seneca	47,496	— 2.1	13,010	2,781	11,673	12,047	1,000	16,464
Shelby	25,178	— 3.4	6,850	2,253	6,273	6,400	473	7,112
Stark	See Listing—End of State							
Summit	See Listing—End of State							
Trumbull	See Listing—End of State							
Tuscarawas	64,780	— 5.9	17,400	2,832	16,304	16,733	1,344	20,971
Union	18,125	— 9.4	5,110	2,332	4,982	5,056	375	6,005
Van Wert	20,694	—22.7	6,050	2,372	6,750	6,956	484	7,607
Vinton	8,901	—23.1	1,690	1,306	1,920	1,952	144	1,279
Warren	30,430	+ 1.8	8,060	2,459	7,061	7,192	500	7,672
Washington	35,061	—18.1	8,690	3,836	9,151	9,443	699	10,843
Wayne	49,124	— 2.8	12,450	3,776	11,428	11,639	1,019	16,966
Williams	23,088	— 9.5	6,970	2,384	6,770	6,969	626	8,550
Wood	68,298	+31.9	18,850	3,406	12,926	13,268	1,124	13,150
Wyandot	17,338	— 9.8	4,750	1,910	4,679	4,747	384	5,901

County / City	POPULATION 1943*	% Change 1940-43	Radio Daily Homes 1944	No. of Farms	RADIO HOMES 1940 Census	RADIO HOMES NAB Projection	RETAIL—SERVICE Stores	RETAIL—SERVICE Sales
METROPOLITAN DISTRICTS—COUNTIES								
AKRON (Summit) ...	359,276	+ 5.9	101,860	2,986	85,603	87,816	6,070	140,031
CANTON (Stark)	248,507	+ 5.8	67,510	4,707	56,730	58,199	4,260	92,205
CINCINNATI (Hamilton; Dearborn, Ind.; Campbell, Kenton, Ky.) .	850,179	+ 5.2	247,860	7,322	212,958	217,946	15,521	352,463
CLEVELAND (Cuyahoga) ..	1,199,049	— 1.5	349,790	2,500	318,772	323,878	24,211	555,343
COLUMBUS (Franklin) ..	417,498	+ 7.7	118,680	3,513	96,785	100,569	7,025	186,311
DAYTON (Montgomery)	341,553	+15.6	98,380	4,163	76,034	78,076	5,143	129,680
HAMILTON (Butler) MIDDLETOWN	123,813	+ 3.0	33,880	2,926	29,254	29,979	2,014	41,873
SPRINGFIELD (Clark)	98,717	+ 3.2	28,000	2,281	24,258	24,780	1,728	35,536
TOLEDO (Lucas)	324,657	— 5.7	95,850	2,403	89,929	92,162	6,109	155,392
YOUNGSTOWN (Mahoning, Trumbull) ...	365,499	— 1.9	92,760	6,685	83,698	85,886	5,736	136,894
TOTAL STATE..	6,822,021	— 1.2	1,894,240	233,783	1,697,672	1,739,399	127,215	$2,616,387

Note—Belmont County contained in Wheeling Metropolitan District. Listed under W. Va. Lawrence County contained in Huntington Metropolitan District. Listed under W. Va.

* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by **RADIO DAILY** from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

OKLAHOMA

Population 1943* 2,100,524
Radio Homes, 1944 (RADIO DAILY Estimate) 427,980
No. of Farms, 1940..... 179,687

County	POPULATION 1943*	% Change 1940-43	Radio Daily Homes 1944	No. of Farms	RADIO HOMES 1940 Census	RADIO HOMES NAB Projection	RETAIL—SERVICE Stores	RETAIL—SERVICE Sales
Adair	14,841	— 5.8	1,530	1,704	1,412	1,474	174	$1,090
Alfalfa	11,112	—21.4	3,140	2,012	3,127	3,180	283	2,676
Atoka	15,751	—15.8	1,760	2,069	1,787	1,877	225	1,715
Beaver	7,288	—15.7	1,500	1,659	1,578	1,597	142	1,016
Beckham	19,383	—12.6	3,970	2,424	3,924	4,088	468	5,426
Blaine	15,675	—15.5	3,070	2,160	3,125	3,266	388	3,781
Bryan	33,208	—12.9	5,740	3,512	5,643	5,924	445	6,215
Caddo	34,765	—16.4	6,390	4,425	6,526	6,797	687	7,444
Canadian	24,545	— 9.1	5,650	2,436	5,427	5,595	435	6,427
Carter	33,948	—21.6	6,520	2,517	7,121	7,412	770	9,358
Cherokee	18,574	—11.7	1,890	2,507	1,821	1,925	237	1,987
Choctaw	19,997	—29.5	2,530	3,042	3,091	3,173	299	3,076
Cimarron	3,369	— 7.8	700	605	671	686	97	873
Cleveland	31,028	+11.9	6,330	2,061	5,087	5,190	433	6,068
Coal	9,414	—26.5	1,210	1,558	1,430	1,463	143	1,467
Comanche	49,964	+51.1	10,340	2,039	6,259	6,435	650	10,350
Cotton	10,688	—17.0	2,080	1,544	2,167	2,238	201	2,703
Craig	19,351	— 8.2	3,100	2,156	2,952	3,043	280	3,896
Creek	41,955	—24.4	8,370	3,156	9,417	9,724	938	11,108
Custer	20,077	—13.0	4,370	2,290	4,340	4,502	486	5,939
Delaware	10,358	—44.3	1,400	2,683	2,038	2,117	194	1,216
Dewey	9,863	—17.7	1,880	1,931	2,001	2,038	248	1,738
Ellis	6,839	—19.2	1,490	1,443	1,544	1,631	179	1,752
Garfield	40,335	—11.3	10,890	2,900	10,767	11,001	901	17,915
Garvin	25,894	—16.9	3,890	3,125	4,026	4,288	599	4,802
Grady	35,338	—14.1	6,810	3,887	6,869	7,097	697	8,419
Grant	10,248	—21.9	2,820	2,250	3,117	3,199	262	2,609
Greer	13,437	— 7.6	2,620	1,674	2,466	2,569	291	2,929
Harmon	8,265	—17.5	1,660	1,248	1,716	1,801	153	1,317
Harper	5,154	—20.1	1,050	945	1,141	1,171	142	1,098
Haskell	14,129	—18.4	1,880	1,866	1,964	2,043	188	1,694
Hughes	22,613	—22.5	3,700	2,740	4,146	4,243	357	4,147
Jackson	21,717	— 4.4	4,620	2,048	4,233	4,355	400	4,646
Jefferson	11,692	—22.6	2,000	1,594	2,234	2,298	234	2,178
Johnston	11,367	—28.8	1,550	1,736	1,863	1,908	211	1,379
Kay	42,983	— 8.7	11,050	2,663	10,620	10,945	891	14,451
Kingfisher	12,302	—21.2	2,740	2,292	3,065	3,191	256	3,662
Kiowa	20,335	—10.8	4,300	2,602	4,179	4,350	442	4,824
Latimer	9,728	—21.4	1,240	1,192	1,362	1,391	158	1,188
LeFlure	35,030	—23.6	4,770	3,927	5,425	5,557	521	4,900
Lincoln	22,152	—25.0	3,920	3,862	4,470	4,607	373	3,747

County	POPULATION 1943*	% Change 1940-43	Radio Daily Homes 1944	No. of Farms	RADIO HOMES 1940 Census	RADIO HOMES NAB Projection	RETAIL—SERVICE Stores	RETAIL—SERVICE Sales
Logan	20,226	—19.9	4,470	2,316	4,146	4,967	467	6,287
Love	8,425	—26.3	1,250	1,414	1,471	1,494	153	1,057
McClain	15,400	—19.8	2,520	2,266	2,724	2,796	286	2,170
McCurtain	32,076	—22.4	3,340	4,427	3,704	3,796	409	3,608
McIntosh	22,215	— 7.8	2,740	2,654	2,496	2,641	240	2,100
Major	9,632	—19.4	1,920	2,145	2,057	2,109	230	1,825
Marshall	9,974	—19.5	1,520	1,252	1,646	1,687	155	1,623
Mayes	28,658	+32.3	4,100	2,534	2,754	2,885	379	3,039
Murray	10,253	—25.9	1,000	959	2,043	1,192	301	2,260
Muskogee	75,191	+14.1	13,500	3,614	10,428	10,801	1,143	16,032
Noble	12,172	—17.9	2,910	1,653	3,070	3,168	303	3,279
Nowata	12,658	—19.8	2,390	1,736	2,588	2,659	212	2,677
Okfuskee	20,135	—23.4	2,880	2,657	3,237	3,313	367	3,048
Oklahoma	See Listing—End of State							
Okmulgee	41,423	—17.3	7,750	2,847	8,091	8,331	845	10,688
Osage	29,309	—29.4	6,500	2,464	7,600	8,020	652	8,417
Ottawa	33,201	— 7.4	7,150	1,965	6,664	6,945	533	7,379
Pawnee	13,888	—20.2	2,770	1,818	2,897	3,079	284	2,710
Payne	32,220	—10.6	7,630	2,543	7,465	7,709	744	10,886
Pittsburg	58,707	+19.8	9,510	3,468	6,955	7,318	644	8,370
Pontotoc	29,732	—25.3	5,940	2,580	6,605	6,987	704	10,167
Pottawatomie	43,507	—20.8	8,920	3,595	9,776	10,022	1,074	13,597
Pushmataha	14,543	—25.3	1,670	1,919	1,918	1,969	187	1,864
Roger Mills	7,942	—26.0	1,350	1,819	1,564	1,603	180	1,232
Rogers	19,777	— 6.2	3,400	2,294	3,118	3,266	415	3,370
Seminole	38,480	—37.1	7,330	3,019	9,746	10,052	1,030	13,740
Sequoyah	20,544	—11.2	1,960	2,504	1,915	1,976	235	1,639
Stephens	27,213	—12.5	5,210	2,592	5,143	5,370	518	6,634
Texas	9,124	— 7.8	2,010	1,408	1,919	1,972	261	3,068
Tillman	18,301	—11.8	3,870	2,119	3,770	3,944	404	3,490
Tulsa	See Listing—End of State							
Wagoner	18,576	—14.2	2,260	2,404	2,285	2,348	257	1,934
Washington	26,562	—13.1	6,690	1,348	6,766	6,899	542	9,893
Washita	18,936	—15.0	4,000	3,447	4,067	4,212	314	3,232
Woods	12,627	—15.3	3,160	1,789	3,244	3,339	339	4,202
Woodward	13,951	—14.3	2,770	1,521	2,803	2,890	320	4,960
City	**METROPOLITAN DISTRICTS—COUNTIES**							
OKLAHOMA CITY (Oklahoma)	263,340	+ 7.9	70,350	3,424	57,392	59,619	5,104	104,680
TULSA (Tulsa)	208,324	+ 7.7	54,770	2,689	44,945	46,414	3,789	80,671
TOTAL STATE	2,100,524	— 9.8	427,980	179,687	405,754	420,182	39,448	$549,054

* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by **RADIO DAILY** from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

OREGON

Population 1943* 1,152,492
Radio Homes, 1944 (RADIO DAILY Estimate) 351,220
No. of Farms, 1940 61,829

County	POPULATION 1943*	% Change 1940-43	Radio Daily Homes 1944	No. of Farms	RADIO HOMES 1940 Census	RADIO HOMES NAB Projection	RETAIL—SERVICE Stores	RETAIL—SERVICE Sales
Baker	12,741	—30.4	3,620	1,259	4,413	4,525	404	$7,630
Benton	22,806	+22.4	6,580	1,507	4,828	4,978	385	8,471
Clackamas	See Listing—End of State							
Clatsop	29,751	+26.8	9,230	661	6,572	6,746	635	11,744
Columbia	18,300	—12.7	5,240	2,060	5,278	5,399	368	5,604
Coos	30,227	— 6.8	8,860	1,953	8,364	8,601	699	12,691
Crook	5,193	— 6.1	1,370	495	1,273	1,320	69	1,544
Curry	3,272	—23.8	890	375	986	1,027	125	1,225
Deschutes	18,722	+ 0.5	5,300	1,047	4,570	4,770	366	9,084
Douglas	23,234	— 9.6	6,530	2,734	6,289	6,526	591	8,288
Gilliam	2,098	—26.2	570	292	661	677	96	1,396
Grant	5,400	—15.4	1,530	580	1,583	1,607	151	2,006
Harney	4,231	—21.3	1,120	436	1,285	1,341	117	2,527
Hood River	8,722	—24.7	2,580	1,142	2,942	3,025	243	4,046
Jackson	46,827	+29.3	13,880	2,702	9,641	9,916	671	14,435
Jefferson	1,945	— 4.8	500	227	468	481	35	569
Josephine	14,288	—12.3	4,090	1,944	4,005	4,170	354	5,641
Klamath	34,770	—14.1	10,080	1,552	10,151	10,499	727	22,472
Lake	5,463	—13.2	1,520	484	1,492	1,563	107	2,660
Lane	69,856	+ 1.1	20,310	4,454	17,816	18,295	1,206	26,640
Lincoln	13,088	— 9.9	3,620	972	3,418	3,619	431	4,533
Linn	33,101	+ 8.6	8,920	3,325	7,260	7,494	558	8,861
Malheur	15,218	—23.0	4,580	2,545	4,013	4,117	336	5,408

County	POPULATION 1943*	% Change 1940-43	Radio Daily Homes 1944	No. of Farms	RADIO HOMES 1940 Census	RADIO HOMES NAB Projection	RETAIL—SERVICE Stores	RETAIL—SERVICE Sales
Marion	72,064	— 4.2	20,000	4,785	18,499	18,866	1,436	28,503
Morrow	4,040	— 6.8	1,060	540	1,008	1,026	97	1,282
Multnomah	See Listing—End of State							
Polk	1,703	— 5.3	5,200	1,743	4,819	4,950	348	3,904
Sherman	12,278	—26.6	530	343	618	653	71	662
Tillamook	29,747	+ 0.3	3,470	960	3,059	3,152	288	4,056
Umatilla	14,908	+14.3	7,850	2,312	6,140	6,334	559	10,587
Union	8,180	—14.3	4,450	1,255	4,508	4,638	421	6,661
Wallowa	10,671	+ 7.3	2,120	989	1,781	1,814	163	2,389
Wasco	37,202	—18.3	3,140	1,007	3,320	3,410	322	6,923
Washington	37,202	— 5.1	10,850	4,348	10,025	10,331	643	9,878
Wheeler	2,616	—12.0	670	249	656	684	64	823
Yamhill	25,803	— 2.0	7,470	2,817	6,742	6,919	532	8,578
City	**METROPOLITAN DISTRICTS—COUNTIES**							
PORTLAND (Clackamas, Multnomah)	495,104	+20.1	163,490	7,735	122,158	125,753	9,096	224,442
TOTAL STATE	1,152,492	+ 5.9	351,220	61,829	290,641	299,226	22,714	$476,363

* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by **RADIO DAILY** from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

PENNA.

Population 1943* 9,457,755
Radio Homes, 1944 (RADIO DAILY Estimate) 2,461,880
No. of Farms, 1940 169,027

County	POPULATION 1943*	% Change 1940-43	Radio Daily Homes 1944	No. of Farms	RADIO HOMES 1940 Census	RADIO HOMES NAB Projection	RETAIL—SERVICE Stores	RETAIL—SERVICE Sales
Adams	37,220	— 5.6	8,910	3,071	8,366	8,561	607	37,841
Allegheny	See Listing—End of State							
Armstrong	73,232	— 9.7	17,450	3,047	17,142	17,447	1,073	17,639
Beaver	163,503	+ 4.3	40,680	2,047	34,919	35,681	2,342	44,194
Bedford	36,692	—10.1	7,740	2,994	7,553	7,738	656	8,307
Berks	See Listing—End of State							
Blair	See Listing—End of State							
Bradford	43,349	—14.4	11,270	4,269	11,432	11,741	956	13,559
Bucks	108,824	+ 1.0	29,350	4,299	25,838	26,447	2,010	27,603
Butler	87,152	— 0.5	21,470	4,528	19,295	19,696	1,313	25,901
Cambria	See Listing—End of State							
Cameron	6,693	— 2.3	1,810	165	1,620	1,676	127	2,072
Carbon	54,331	—12.0	13,630	674	13,665	13,903	1,153	12,503
Centre	50,832	— 3.4	12,380	1,977	11,335	11,564	834	15,713
Chester	133,303	— 1.7	32,280	4,290	29,184	29,885	2,362	43,933
Clarion	33,563	—12.6	7,670	2,199	7,760	7,906	562	8,902
Clearfield	80,174	—12.9	18,720	3,530	19,035	19,299	1,314	19,921
Clinton	32,993	— 4.5	8,230	762	7,662	7,835	627	9,292
Columbia	48,527	— 5.6	12,420	2,099	11,698	11,944	874	12,418
Crawford	71,939	+ 0.4	19,280	5,596	17,200	17,530	1,217	22,800
Cumberland	74,107	+ 0.7	20,460	2,809	17,936	18,439	1,329	21,693
Dauphin	See Listing—End of State							
Delaware	See Listing—End of State							
Elk	31,241	— 9.3	7,380	720	7,038	7,302	518	7,854
Erie	See Listing—End of State							
Fayette	See Listing—End of State							
Forest	4,698	—18.9	1,130	276	1,203	1,234	96	968
Franklin	63,948	— 7.8	15,270	3,731	14,527	14,972	1,111	18,346
Fulton	8,024	—24.8	1,710	1,417	1,915	2,013	234	1,374
Greene	39,414	—11.8	8,670	2,650	8,696	8,846	537	8,058
Huntingdon	36,774	—12.1	8,290	1,625	8,210	8,460	666	9,094
Indiana	62,205	—22.1	14,340	3,235	16,065	16,298	1,133	18,015
Jefferson	43,755	—19.1	10,560	2,356	11,401	11,603	787	13,428
Juniata	13,497	—12.2	2,960	1,501	2,980	3,016	320	2,833
Lackawanna	See Listing—End of State							
Lancaster	See Listing—End of State							
Lawrence	95,706	— 1.2	24,900	2,155	22,495	22,847	1,671	30,918
Lebanon	71,601	— 1.4	18,920	1,920	17,142	17,350	1,450	23,322
Lehigh	See Listing—End of State							
Luzerne	See Listing—End of State							
Lycoming	90,911	— 2.9	24,810	2,718	22,611	23,181	1,817	30,745
McKean	52,576	— 7.2	14,330	1,234	13,405	13,914	990	19,481
Mercer	117,354	+16.1	29,750	3,764	22,816	23,612	1,823	33,054
Mifflin	39,189	— 8.8	9,330	1,147	8,955	9,234	834	12,453
Monroe	26,416	—11.4	7,120	1,183	7,094	7,194	796	11,466
Montgomery	See Listing—End of State							
Montour	15,946	+ 3.1	3,340	637	2,838	2,950	219	2,881
Northampton	See Listing—End of State							

County	POPULATION 1943*	% Change 1940-43	Radio Daily Homes 1944	No. of Farms	RADIO HOMES 1940 Census	RADIO HOMES NAB Projection	RETAIL—SERVICE Stores	Sales
Northumberland	111,408	—12.2	28,160	1,812	28,048	28,732	2,370	31,212
Perry	21,513	— 7.3	5,250	1,885	5,023	5,092	416	4,128
Philadelphia	See Listing—End of State							
Pike	6,471	—13.2	1,900	465	1,905	1,955	185	1,658
Potter	14,477	—20.5	3,600	1,420	3,924	4,038	328	4,898
Schuylkill	185,719	—18.7	44,230	2,032	47,282	48,604	4,786	54,081
Snyder	18,589	— 8.0	4,360	1,667	4,194	4,269	403	3,081
Somerset	73,011	—14.1	16,090	2,627	16,536	16,761	1,185	19,499
Sullivan	6,034	—19.6	1,320	651	1,454	1,467	164	1,038
Susquehanna	26,509	—21.8	6,580	3,227	7,313	7,480	571	6,718
Tioga	29,683	—15.2	7,670	2,783	7,833	8,072	619	8,549
Union	19,739	— 2.5	3,990	1,044	4,173	4,292	423	4,284
Venango	60,109	— 6.0	14,910	2,294	13,779	14,335	932	18,136
Warren	38,832	— 9.2	9,720	2,028	9,247	9,628	607	17,485
Washington	See Listing—End of State							
Wayne	25,814	—13.8	6,380	2,834	6,488	6,642	556	7,621
Westmoreland	See Listing—End of State							
Wyoming	14,055	—15.8	3,490	1,340	3,582	3,714	353	4,572
York	See Listing—End of State							
City	**METROPOLITAN DISTRICTS—COUNTIES**							
ALLENTOWN (Lehigh, Northampton)								
BETHLEHEM EASTON	341,100	— 1.6	91,130	4,671	82,710	84,377	7,234	127,473
ALTOONA (Blair)	127,709	— 9.0	33,960	1,931	32,772	33,624	2,292	45,838
ERIE (Erie)	186,250	+ 3.0	50,670	4,503	43,538	44,849	3,591	65,554
HARRISBURG (Dauphin)	171,123	— 3.3	47,060	2,098	42,999	43,978	3,573	71,915
JOHNSTOWN (Cambia)	192,557	— 9.8	43,440	2,719	42,720	43,438	2,791	62,429
LANCASTER (Lancaster)	200,093	— 5.8	49,930	8,446	47,219	48,007	5,089	76,578
PHILADELPHIA (Delaware, Montgomery, Philadelphia; Burlington, Camden, Gloucester, N. J.)	2,962,029	+ 0.3	817,140	8,396	715,109	739,007	61,008	1,185,802
PITTSBURGH (Allegheny, Fayette, Washington, Westmoreland)	2,082,301	— 2.1	538,580	14,251	488,569	498,683	31,322	750,190
READING (Berks)	224,145	— 7.3	61,370	5,541	58,515	59,579	5,960	87,545
SCRANTON (Lackawanna, Luzerne) WILKES-BARRE	609,905	—17.9	150,170	3,896	159,107	163,228	13,465	204,431
YORK (York)	174,703	— 1.8	47,590	7,120	43,008	43,789	3,214	58,410
TOTAL STATE	9,457,755	— 4.4	2,461,880	169,027	2,265,921	2,323,980	179,692	$3,346,477

* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by **RADIO DAILY** from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

RHODE IS.

Population 1943*	695,696
Radio Homes, 1944 (RADIO DAILY Estimate)	194,670
No. of Farms, 1940	3,014

County	POPULATION 1943*	% Change 1940-43	Radio Daily Homes 1944	No. of Farms	RADIO HOMES 1940 Census	RADIO HOMES NAB Projection	RETAIL—SERVICE Stores	Sales
Bristol	See Listing—End of State							
Kent	See Listing—End of State							
Newport	See Listing—End of State							
Providence	See Listing—End of State							
Washington	34,363	+ 5.9	9,390	543	7,953	8,097	728	14,417
City	**METROPOLITAN DISTRICTS—COUNTIES**							
PROVIDENCE (Bristol, Kent, Newport, Providence)	661,333	— 2.2	185,280	2,471	168,786	171,555	13,695	263,736
TOTAL STATE	695,696	— 1.9	194,670	3,014	176,730	179,652	14,423	$296,690

* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by **RADIO DAILY** from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

S. CAROLINA

Population 1943* 1,831,553
Radio Homes, 1944 (RADIO DAILY Estimate) 234,500
No. of Farms, 1940..... 137,558

County	POPULATION 1943*	% Change 1910-43	Radio Daily Homes 1944	No. of Farms	RADIO HOMES 1940 Census	RADIO HOMES NAB Projection	RETAIL—SERVICE Stores	RETAIL—SERVICE Sales
Abbeville	19,201	—16.3	2,170	2,474	2,219	2,303	350	$2,653
Aiken	54,165	+ 8.5	7,250	3,390	5,861	6,090	686	6,478
Allendale	11,417	—12.4	720	935	723	737	162	1,315
Anderson	78,636	—11.4	12,880	6,430	12,758	13,005	1,197	15,716
Bamberg	16,373	—12.2	1,300	1,643	1,260	1,330	269	2,666
Barnwell	71,087	—15.2	1,120	1,787	1,153	1,184	300	2,225
Beaufort	20,942	+13.9	1,450	1,843	1,128	1,163	276	2,594
Berkeley	24,959	— 8.0	1,560	2,815	1,476	1,528	246	1,995
Calhoun	13,971	—13.9	890	1,749	876	930	229	1,939
Charleston	See Listing—End of State							
Cherokee	29,591	—11.1	4,210	2,670	4,141	4,252	411	3,670
Chester	28,944	—11.2	3,660	2,518	3,615	3,693	339	5,292
Chesterfield	31,885	—11.3	3,170	3,101	3,124	3,206	410	4,386
Clarendon	26,476	—15.9	1,550	3,270	1,598	1,642	262	3,009
Colleton	25,136	— 4.3	1,980	2,641	1,838	1,864	308	3,434
Darlington	42,951	— 5.0	4,850	3,360	4,457	4,621	516	7,484
Dillon	25,510	—13.9	2,450	3,111	2,476	2,548	337	3,977
Dorchester	21,028	+ 5.5	1,980	1,622	1,641	1,704	247	2,493
Edgefield	15,961	—10.8	1,320	2,151	1,278	1,334	262	2,087
Fairfield	20,667	—14.6	1,830	1,868	1,877	1,929	228	2,748
Florence	62,633	—11.3	7,280	5,985	7,169	7,351	865	15,192
Georgetown	24,859	— 5.7	2,290	1,772	2,105	2,198	338	4,117
Greeneville	140,708	+ 3.0	26,850	5,607	23,136	23,757	1,833	40,113
Greenwood	38,770	— 3.3	5,840	2,099	5,302	5,459	646	9,387
Hampton	16,233	— 7.1	1,140	1,646	1,084	1,109	157	1,499
Horry	49,852	— 4.0	4,390	6,462	4,050	4,144	584	8,401
Jasper	8,693	—21.1	610	1,075	674	690	76	644
Kershaw	31,491	— 4.3	2,810	2,532	2,520	2,649	406	4,044
Lancaster	27,400	—18.3	3,890	2,462	4,090	4,221	330	5,062
Laurens	37,802	—14.4	5,440	3,285	5,526	5,664	559	6,980
Lee	19,730	—20.8	1,340	2,183	1,480	1,506	278	2,981
Lexington	36,563	+ 1.6	4,960	2,914	4,331	4,427	488	4,288
McCormick	8,363	—19.3	530	1,290	576	585	132	914
Marion	28,650	— 4.8	3,040	2,417	2,826	2,898	364	5,332
Marlboro	29,856	—10.3	2,580	2,881	2,509	2,579	321	4,483
Newberry	30,441	— 9.3	3,850	2,881	3,718	3,814	515	5,827
Oconee	31,503	—13.7	3,990	3,595	4,105	4,161	439	4,563
Orangeburg	60,136	— 5.6	5,250	5,804	4,930	5,049	984	10,064
Pickens	35,041	— 5.6	5,420	3,227	5,075	5,215	537	5,140
Richland	See Listing—End of State							
Saluda	14,410	—16.2	1,340	2,496	1,395	1,426	243	1,273
Spartanburg ...	129,019	+ 1.0	22,130	6,761	19,406	19,936	1,424	28,917
Sumter	51,897	— 1.1	4,730	3,228	4,264	4,437	524	10,460
Union	28,792	— 8.2	3,920	1,915	3,763	3,847	376	5,636
Williamsburg ...	35,079	—14.5	2,160	5,263	2,209	2,275	357	3,939
York	56,323	— 4.0	8,190	3,848	7,474	7,730	730	11,342
City	**METROPOLITAN DISTRICTS—COUNTIES**							
CHARLESTON (Charleston) .	152,791	+29.8	24,630	1,776	16,969	17,589	1,776	35,121
COLUMBIA (Richland) ..	119,619	+14.1	19,560	2,428	15,347	15,856	1,554	38,221
TOTAL STATE..	1,831,553	— 3.2	234,500	137,558	209,542	215,636	23,871	$351,101

* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by **RADIO DAILY** from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

S. DAKOTA

Population 1943* 559,628
Radio Homes, 1944 (RADIO DAILY Estimate) 136,190
No. of Farms, 1940..... 72,454

County	POPULATION 1943*	% Change 1910-43	Radio Daily Homes 1944	No. of Farms	RADIO HOMES 1940 Census	RADIO HOMES NAB Projection	RETAIL—SERVICE Stores	RETAIL—SERVICE Sales
Armstrong	9	—78.6	....	7	9	9	..	..
Aurora	4,576	—15.1	1,060	896	1,055	1,118	117	$867
Beadle	17,211	—12.4	4,570	1,724	4,545	4,665	395	7,125
Bennett	2,889	—27.2	460	559	540	548	73	503
Bon Homme ...	9,115	—11.0	2,210	1,368	2,171	2,231	209	1,894
Brookings	13,588	—17.9	3,530	1,929	3,740	3,830	331	5,440
Brown	25,763	—13.2	6,950	2,222	7,000	7,170	592	11,708
Brule	5,143	—17.0	1,260	862	1,339	1,357	166	1,781
Buffalo	1,521	—17.9	240	203	257	261	14	100

County	POPULATION 1943*	% Change 1940-43	Radio Daily Homes 1944	No. of Farms	RADIO HOMES 1940 Census	RADIO HOMES NAB Projection	RETAIL—SERVICE Stores	RETAIL—SERVICE Sales
Butte	7,456	— 6.8	1,830	800	1,751	1,794	219	3,448
Campbell	4,510	—10.4	870	751	848	873	62	498
Charles Mix	10,534	—21.7	2,060	1,927	2,279	2,350	185	1,815
Clark	7,580	—15.4	1,900	1,521	1,949	1,996	163	1,566
Clay	8,559	—10.8	2,200	1,224	2,269	2,320	180	2,389
Codington	15,391	— 9.5	3,900	1,170	3,783	3,902	382	8,026
Corson	5,786	—14.3	1,120	923	1,095	1,167	106	847
Custer	4,917	—18.4	1,150	554	1,214	1,245	143	1,619
Davison	12,756	—16.8	3,540	918	3,671	3,779	422	7,665
Day	11,199	—17.4	2,650	1,825	2,794	2,843	257	3,191
Devel	7,321	—13.4	1,720	1,283	1,691	1,772	141	1,237
Dewey	5,001	—12.4	940	563	940	958	107	822
Douglas	5,614	—11.6	1,250	1,000	1,227	1,271	123	995
Edmunds	7,203	— 7.8	1,540	1,103	1,488	1,511	114	1,169
Fall River	9,595	+18.6	2,190	587	1,648	1,699	190	2,128
Faulk	4,640	—10.2	1,190	802	1,165	1,198	139	965
Grant	8,725	—17.3	2,260	1,379	2,397	2,429	210	2,226
Gregory	8,067	—15.6	1,710	1,361	1,730	1,821	179	1,674
Haakon	2,968	—15.6	790	631	809	834	88	948
Hamlin	6,674	—11.7	1,580	1,068	1,581	1,607	165	1,344
Hand	5,850	—18.4	1,440	1,283	1,536	1,569	106	1,427
Hanson	4,584	—15.1	1,100	855	1,140	1,162	79	625
Harding	2,229	—25.9	500	569	569	594	40	380
Hughes	6,036	— 8.9	1,660	435	1,601	1,639	165	2,965
Hutchinson	11,313	—10.7	2,440	1,734	2,423	2,467	238	2,253
Hyde	2,670	—14.2	660	593	675	686	59	824
Jackson	1,510	—22.8	370	317	414	423	70	529
Jerauld	3,931	—17.3	990	732	1,054	1,064	112	1,077
Jones	2,031	—19.1	520	414	552	569	57	579
Kingsbury	9,702	—10.4	2,410	1,464	2,342	2,419	272	2,417
Lake	10,181	—18.0	2,610	1,338	2,778	2,832	269	3,592
Lawrence	16,053	—15.9	4,470	469	4,652	4,753	372	7,455
Lincoln	11,051	—16.1	2,850	1,854	2,935	3,027	226	2,447
Lyman	3,141	—37.7	730	801	989	1,009	108	875
McCook	8,074	—17.6	1,930	1,411	2,047	2,101	207	1,632
McPherson	6,905	—17.3	1,270	1,195	1,334	1,365	125	1,045
Marshall	7,401	—16.7	1,660	1,309	1,730	1,790	172	2,126
Meade	8,527	— 9.8	2,130	1,365	2,019	2,131	205	2,226
Mellette	3,165	—22.9	450	587	496	511	66	370
Miner	5,616	—17.8	1,400	1,095	1,500	1,523	142	1,141
Minnehaha	57,601	— 0.2	15,850	2,458	14,073	14,409	1,185	27,782
Moody	7,762	—16.9	2,060	1,352	2,140	2,214	168	2,011
Pennington	22,701	— 4.6	5,990	1,085	5,502	5,719	591	12,147
Perkins	5,500	—16.5	1,270	1,097	1,309	1,371	117	1,448
Potter	4,237	— 8.2	1,040	604	975	1,018	155	1,198
Roberts	13,883	—12.6	3,130	2,279	3,156	3,221	270	3,078
Sanborn	4,855	—15.6	1,180	935	1,210	1,259	124	966
Shannon	4,693	—12.5	530	504	539	546	29	312
Spink	11,381	— 9.1	2,890	1,751	2,822	2,864	293	2,845
Stanley	1,639	—16.3	450	322	458	483	36	335
Sully	2,260	—15.3	520	488	529	544	40	401
Todd	4,717	—17.5	620	569	652	675	54	416
Tripp	8,580	—13.7	1,900	1,515	1,910	1,979	181	2,718
Turner	11,296	—14.9	2,880	1,857	2,923	3,029	300	2,368
Union	9,444	—19.1	2,410	1,522	2,572	2,639	221	2,352
Walworth	5,901	—18.9	1,440	643	1,541	1,585	152	2,026
Washabaugh	1,442	—27.2	190	319	222	227	17	81
Washington	1,322	—26.1	160	179	185	191	8	72
Yankton	13,885	—17.0	3,020	1,519	2,131	3,242	247	4,843
Ziebach	2,241	—22.1	400	476	430	447	31	237
TOTAL STATE..	559,628	—12.9	136,190	72,454	136,049	139,854	12,781	$177,601

* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by **RADIO DAILY** from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

TENNESSEE

Population 1943* 2,853,527
Radio Homes, 1944 (RADIO DAILY Estimate) 481,030
No. of Farms, 1940 247,617

County	POPULATION 1943*	% Change 1940-43	Radio Daily Homes 1944	No. of Farms	RADIO HOMES 1940 Census	RADIO HOMES NAB Projection	RETAIL—SERVICE Stores	RETAIL—SERVICE Sales
Anderson	24,270	— 8.4	3,730	1,995	3,610	3,659	263	$3,234
Bedford	22,047	— 4.8	4,400	2,981	4,046	4,196	305	4,317
Benton	11,167	— 6.8	1,290	1,629	1,207	1,254	187	1,316
Bledsoe	7,987	— 4.4	770	1,009	706	727	89	656
Blount	45,979	+11.8	1,520	3,010	6,672	6,896	378	6,645
Bradley	27,720	— 2.7	4,920	1,727	4,453	4,593	398	5,270
Campbell	29,703	— 4.6	3,970	2,031	3,739	3,783	308	4,468
Cannon	9,162	— 7.3	970	2,102	910	939	152	665
Carroll	26,354	+ 1.4	3,870	3,637	3,419	3,483	340	3,199
Carter	34,292	— 2.4	5,570	2,758	4,935	5,158	331	5,392

County	POPULATION 1943*	POPULATION % Change 1940-43	Radio Daily Homes 1944	No. of Farms	RADIO HOMES 1940 Census	RADIO HOMES NAB Projection	RETAIL—SERVICE Stores	RETAIL—SERVICE Sales
Cheatham	8,370	—15.7	1,170	1,449	1,196	1,246	135	965
Chester	10,453	— 6.0	1,300	1,543	1,219	1,248	142	1,139
Claiborne	23,407	— 5.1	2,700	3,081	2,389	2,568	249	1,721
Clay	9,690	—11.1	900	1,751	897	910	115	531
Cocke	20,696	—14.1	2,430	3,119	2,442	2,530	250	2,352
Coffee	24,773	+30.7	3,630	2,366	2,482	2,568	305	2,846
Crockett	15,474	—10.7	2,270	2,748	2,250	2,290	228	1,845
Cumberland	14,861	— 4.7	1,570	2,063	1,440	1,492	122	1,576
Davidson	See Listing—End of State							
Decatur	9,213	—10.2	1,280	1,380	1,261	1,284	151	868
DeKalb	12,285	—15.8	1,610	2,765	1,674	1,711	187	1,243
Dickson	17,155	—13.0	2,350	2,537	2,356	2,425	280	2,872
Dyer	34,017	— 2.6	6,080	3,217	5,580	5,685	412	7,806
Fayette	26,985	—11.0	1,460	5,669	1,428	1,476	174	2,069
Fentress	12,742	—10.7	1,020	1,740	1,005	1,029	124	1,256
Franklin	23,034	— 3.6	3,450	2,500	3,139	3,254	212	3,165
Gibson	45,438	+ 1.3	7,580	6,227	6,731	6,831	571	6,498
Giles	25,979	—11.2	3,880	4,413	3,840	3,921	429	4,237
Grainger	11,945	—16.8	1,160	2,451	1,193	1,239	152	894
Greene	36,013	— 8.6	5,330	5,601	5,146	5,272	505	5,664
Grundy	10,371	—10.2	1,390	623	1,372	1,390	93	821
Hamblen	18,241	— 2.0	3,310	1,853	2,708	2,762	201	4,096
Hamilton	See Listing—End of State							
Hancock	9,960	—11.3	820	1,768	806	825	93	419
Hardeman	22,768	— 3.5	2,060	2,961	1,891	1,946	258	2,353
Hardin	14,777	—17.0	1,890	2,223	1,859	2,028	182	1,422
Hawkins	28,525	....	3,390	3,938	3,326	3,389	359	2,592
Haywood	24,808	—10.4	2,090	4,873	2,022	2,096	253	3,283
Henderson	16,584	—13.7	2,350	2,692	2,413	2,446	197	2,020
Henry	24,051	— 7.1	3,570	3,548	3,630	3,676	354	4,374
Hickman	12,387	—16.7	1,580	1,941	1,661	1,695	172	1,090
Houston	5,744	—10.7	760	699	764	771	95	549
Humphreys	10,492	—15.5	1,280	1,407	1,331	1,368	138	1,344
Jackson	12,560	—16.7	1,270	2,556	1,364	1,392	174	1,038
Jefferson	18,297	— 1.7	2,790	2,124	2,541	2,582	163	1,825
Johnson	13,657	+ 5.1	1,450	1,740	1,199	1,254	140	765
Knox	See Listing—End of State							
Lake	10,405	— 7.4	1,360	408	1,299	1,321	147	1,812
Lauderdale	24,867	+ 1.7	3,070	3,437	2,700	2,743	312	3,842
Lawrence	26,236	— 8.7	3,290	3,649	3,205	3,253	327	3,931
Lewis	4,850	—17.1	730	627	726	738	68	720
Lincoln	24,342	—10.6	4,040	4,289	3,973	4,084	272	3,962
Loudon	20,922	+ 5.5	3,490	1,419	2,947	3,011	212	2,983
McMinn	27,630	—10.2	4,600	2,971	4,454	4,603	361	5,287
McNairy	17,816	—12.8	2,090	2,849	2,112	2,155	248	1,787
Macon	12,123	—18.7	1,620	2,691	1,745	1,784	258	1,085
Madison	54,619	+ 0.9	9,530	4,151	8,400	8,588	628	13,230
Marion	19,186	+ 0.2	2,720	842	2,429	2,474	244	2,522
Marshall	15,815	— 1.3	3,050	2,304	2,692	2,796	198	3,188
Maury	37,486	— 7.1	6,930	3,439	6,538	6,728	561	8,197
Meigs	5,030	—21.3	630	784	684	702	45	214
Monroe	23,152	— 4.6	2,690	2,496	2,527	2,560	200	2,338
Montgomery	34,020	+ 2.0	5,500	3,232	4,810	4,913	502	6,259
Moore	3,568	—12.8	530	856	537	551	31	187
Morgan	13,006	—14.7	1,530	1,632	1,597	1,614	154	1,020
Obion	27,636	—10.8	5,390	3,118	5,319	5,439	424	5,804
Overton	16,353	—13.4	1,220	2,815	1,228	1,263	186	1,226
Perry	6,292	—16.5	890	965	954	958	105	685
Pickett	5,325	—14.3	440	1,092	459	462	86	348
Polk	22,456	+45.1	2,760	1,074	1,735	1,774	192	2,488
Putnam	22,435	—14.5	2,720	3,349	2,765	2,866	373	3,385
Rhea	14,048	—14.1	2,000	1,247	2,025	2,085	183	2,522
Roane	24,593	—11.5	3,650	1,615	3,675	3,724	288	3,751
Robertson	24,414	—15.9	3,810	3,668	3,925	4,049	379	4,067
Rutherford	32,848	— 2.2	5,490	4,450	4,849	5,090	430	6,508
Scott	13,801	—13.6	1,430	1,507	1,474	1,492	159	1,621
Sequatchie	4,750	— 5.7	550	665	514	525	57	384
Sevier	22,475	— 3.5	2,610	3,422	2,398	2,462	183	2,325
Shelby	See Listing—End of State							
Smith	13,641	—15.5	2,200	3,167	2,259	2,335	220	1,861
Stewart	9,802	—27.7	1,280	2,069	1,522	1,566	144	847
Sullivan	81,610	+18.1	15,490	3,824	11,750	12,102	606	18,008
Sumner	29,321	—10.4	4,670	4,840	4,485	4,680	335	3,724
Tipton	27,822	— 0.8	3,370	4,166	3,009	3,095	252	3,811
Trousdale	5,678	— 7.1	970	944	907	939	68	699
Nnicol	13,701	— 3.0	1,840	1,100	1,729	1,783	226	1,764
Union	7,813	—13.5	790	1,423	778	818	119	491
Van Buren	3,484	—14.8	370	488	379	393	32	127
Warren	17,566	—11.1	2,590	2,777	2,540	2,617	262	2,901
Washington	53,101	+ 2.8	9,300	3,233	8,032	8,231	735	14,230
Wayne	12,319	— 9.7	1,240	1,509	1,230	1,242	140	994
Weakley	24,733	—16.2	4,120	4,686	4,306	4,382	427	1,142
White	14,525	— 9.1	1,640	2,196	1,568	1,628	201	1,509
Williamson	22,545	—10.6	3,450	3,534	3,374	3,487	292	3,323
Wilson	23,201	— 8.2	4,060	3,879	3,889	4,016	293	3,518

County	POPULATION 1943*	% Change 1940-43	Radio Daily Homes 1944	No. of Farms	RADIO HOMES 1940 Census	RADIO HOMES NAB Projection	RETAIL—SERVICE Stores	RETAIL—SERVICE Sales
City			**METROPOLITAN DISTRICTS—COUNTIES**					
CHATTANOOGA (Hamilton; Walker, Ga.)	216,522	+ 2.5	45,990	4,723	39,579	40,695	3,322	68,605
KNOXVILLE (Knox)	193,345	+ 2.7	39,070	5,033	33,956	34,573	2,390	60,799
MEMPHIS (Shelby)	380,508	+ 6.2	79,310	7,785	65,665	68,364	5,442	153,441
NASHVILLE (Davidson)	264,914	+ 3.0	62,060	3,065	53,655	54,922	4,261	99,342
TOTAL STATE	2,853,527	— 2.1	481,030	247,617	434,733	446,943	37,613	$650,526

* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by **RADIO DAILY** from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

TEXAS

Population 1943* 6,341,450
Radio Homes, 1944 (RADIO DAILY Estimate) 1,252,106
No. of Farms, 1940 418,002

County	POPULATION 1943*	% Change 1940-43	Radio Daily Homes 1944	No. of Farms	RADIO HOMES 1940 Census	RADIO HOMES NAB Projection	RETAIL—SERVICE Stores	RETAIL—SERVICE Sales
Anderson	30,197	—18.6	4,710	3,675	4,958	5,176	579	$7,069
Andrews	987	—22.7	230	106	264	268	39	364
Angelina	29,256	— 9.1	5,140	2,781	4,818	5,091	417	6,788
Aransas	2,948	—15.0	540	108	553	572	77	701
Archer	6,396	—15.8	1,370	501	1,405	1,459	168	1,362
Armstrong	2,213	—11.3	580	408	576	585	54	499
Atascosa	18,056	— 6.3	1,750	2,020	1,609	1,683	316	2,385
Austin	14,693	—15.5	1,930	3,100	2,012	2,047	324	2,906
Bailey	6,423	+ 1.7	1,160	820	1,030	1,042	110	1,378
Bandera	3,106	—26.6	600	656	717	720	74	586
Bastrop	21,598	— 0.1	2,570	2,473	2,290	2,341	300	3,040
Baylor	6,451	—16.8	1,280	718	1,350	1,375	167	2,117
Bee	14,730	—10.6	2,220	1,147	2,210	2,246	346	4,915
Bell	50,860	+13.4	9,940	4,004	7,833	8,081	839	10,866
Bexar	See Listing—End of State							
Blanco	3,473	—18.6	680	632	730	750	81	920
Borden	734	—47.4	100	243	211	217	6	24
Bosque	12,720	—19.3	2,630	2,032	2,795	2,894	308	2,439
Bowie	57,412	+14.3	9,700	3,890	7,626	7,829	860	12,480
Brazoria	44,809	+65.6	7,230	1,824	4,086	4,112	421	7,060
Brazos	29,903	+10.8	4,820	1,773	3,871	3,978	379	8,604
Brewster	7,619	+17.6	1,120	265	848	869	161	2,106
Briscoe	3,418	—15.7	660	516	695	704	115	879
Brooks	6,150	— 3.3	500	397	467	469	95	1,482
Brown	33,993	+31.1	7,320	2,119	5,073	5,183	624	7,852
Burleson	14,856	—19.0	1,530	2,523	1,633	1,681	236	2,221
Burnet	8,419	—21.8	1,600	1,294	1,788	1,811	182	1,962
Caldwell	20,534	—17.5	2,930	1,864	3,110	3,190	438	6,057
Calhoun	5,512	— 6.5	820	353	780	798	114	1,122
Callahan	6,125	—47.1	1,270	1,435	1,901	2,009	230	2,088
Cameron	81,074	— 1.7	10,410	3,243	9,368	9,644	1,691	19,120
Camp	9,164	—10.9	1,300	1,355	1,285	1,313	190	1,421
Carson	5,821	—12.1	1,510	493	1,506	1,537	142	1,853
Cass	29,590	—11.7	3,610	4,404	3,564	3,683	394	5,120
Castro	3,588	—22.5	760	703	840	861	73	943
Chambers	6,368	—15.2	1,300	368	1,343	1,367	125	1,985
Cherokee	33,631	—23.5	5,600	5,134	5,116	5,337	621	7,374
Childress	12,624	+ 3.9	2,740	904	2,382	2,407	291	4,105
Clay	9,568	—23.6	1,890	1,521	2,121	2,193	243	2,067
Cochran	4,638	+24.2	760	431	543	560	89	693
Coke	3,340	—27.2	610	756	711	728	75	644
Coleman	17,816	—13.4	3,590	2,049	3,608	3,704	411	3,973
Collin	37,770	—20.0	8,120	4,771	8,749	9,017	771	8,697
Collingsworth	8,981	—13.1	1,770	1,358	1,808	1,824	212	2,458
Colorado	15,726	—11.7	2,090	2,227	2,078	2,128	331	4,311
Comal	12,654	+ 2.7	2,420	732	2,084	2,149	282	3,877
Comanche	15,009	—22.0	3,070	2,911	3,389	3,494	257	2,407
Concho	4,907	—20.8	930	727	1,003	1,036	130	1,239
Cooke	27,106	+ 8.8	5,680	2,530	4,607	4,763	405	6,161
Coryell	21,077	+ 4.2	3,570	2,703	3,064	3,134	320	2,779
Cottle	6,062	—14.4	1,210	700	1,245	1,258	168	2,100
Crane	2,037	—28.3	530	34	624	657	79	939
Crockett	2,434	—13.3	440	137	441	454	58	1,224
Crosby	8,966	—10.8	1,880	1,288	1,845	1,915	188	2,198
Culberson	1,409	—14.8	230	81	234	240	57	709
Dallam	7,066	+ 8.8	1,620	473	1,292	1,354	177	2,796
Dallas	See Listing—End of State							
Dawson	14,142	— 8.0	2,780	1,727	2,694	2,730	325	4,829

County	POPULATION 1943*	% Change 1940-43	Radio Daily Homes 1944	No. of Farms	RADIO HOMES 1940 Census	NAB Projection	RETAIL—SERVICE Stores	Sales
Deaf Smith	5,820	— 3.9	1,380	854	1,272	1,304	140	2,744
Delta	9,856	—23.3	2,010	1,696	2,224	2,311	162	1,703
Denton	36,869	+ 9.5	8,240	3,340	6,646	6,856	650	8,908
DeWitt	23,184	— 7.0	3,360	3,301	3,185	3,265	518	6,468
Dickens	6,576	—16.2	1,280	920	1,334	1,363	133	2,384
Dimmit	9,364	+ 9.6	870	442	692	726	103	1,078
Donley	6,421	—14.2	1,450	877	1,479	1,511	159	1,936
Duval	15,367	—25.3	2,000	1,251	2,325	2,360	328	3,831
Eastland	24,950	—17.8	5,070	2,332	5,423	5,693	662	7,430
Ector	14,676	— 2.5	3,820	52	3,459	3,568	361	9,570
Edwards	2,259	—23.0	430	272	482	494	60	492
Ellis	39,953	—16.3	7,790	3,958	8,112	8,288	971	10,024
El Paso	See Listing—End of State							
Erath	16,509	—20.5	3,230	2,618	3,511	3,622	309	3,978
Falls	28,646	—20.4	3,780	3,833	4,093	4,203	483	5,480
Fannin	32,953	—19.8	6,820	4,638	7,439	7,581	612	6,209
Fayette	24,439	—16.4	3,020	4,794	3,142	3,209	511	4,978
Fisher	10,548	—18.4	1,930	1,487	2,013	2,099	194	1,837
Floyd	9,229	—13.4	2,090	1,317	2,088	2,156	178	2,717
Foard	4,076	—22.2	800	561	887	908	106	1,104
Fort Bend	29,367	—10.9	3,320	3,644	3,319	3,355	540	7,474
Franklin	6,100	—27.2	1,150	1,310	1,342	1,383	85	1,083
Freestone	17,234	—18.5	2,110	2,761	2,238	2,324	327	3,108
Frio	8,850	— 3.9	890	713	819	840	163	1,388
Gaines	5,387	—33.8	1,190	470	1,507	1,570	233	3,275
Galveston	See Listing—End of State							
Garza	5,087	—10.4	1,120	721	1,085	1,122	125	1,702
Gillespie	9,804	— 8.1	1,660	1,407	1,614	1,624	227	2,842
Glasscock	797	—33.2	190	148	259	263	16	98
Goliad	7,013	—20.3	710	1,233	777	789	114	1,235
Gonzales	21,794	—16.4	2,760	3,587	2,805	2,930	425	4,119
Gray	22,716	— 5.0	6,120	663	5,740	5,816	513	10,794
Grayson	66,053	— 5.0	15,600	4,296	14,505	14,851	1,409	19,103
Gregg	53,085	— 0.5	12,390	1,337	11,118	11,368	1,248	23,563
Grimes	15,785	—27.1	1,780	2,518	2,086	2,174	257	3,224
Guadalupe	23,191	— 9.4	3,160	2,757	3,038	3,127	448	4,394
Hale	18,149	— 3.5	4,220	1,628	3,879	3,982	449	7,805
Hall	11,023	— 9.0	2,070	1,118	2,025	2,049	263	3,310
Hamilton	10,836	—18.5	2,160	1,897	2,326	2,372	296	2,851
Hansford	2,762	— 0.8	650	335	583	591	75	1,280
Hardeman	9,844	—11.1	2,140	1,030	2,092	2,165	266	3,043
Hardin	15,634	— 1.5	2,590	1,225	2,295	2,397	255	3,157
Harris	See Listing—End of State							
Harrison	47,300	— 7.1	5,930	5,306	5,556	5,754	594	9,747
Hartley	1,635	—12.7	380	207	387	394	25	203
Haskell	12,521	—16.0	2,500	1,939	2,600	2,659	276	2,848
Hays	14,702	— 4.2	1,930	1,233	1,990	2,057	280	3,176
Hemphill	3,206	—23.1	720	349	820	825	98	1,532
Henderson	23,345	—26.6	3,570	3,949	4,208	4,296	385	4,894
Hidalgo	108,379	+ 2.2	11,830	5,094	10,231	10,554	1,586	20,508
Hill	31,029	—19.1	5,900	3,954	6,347	6,489	680	6,614
Hockley	13,649	+ 7.5	2,720	1,506	2,236	2,308	211	2,861
Hood	6,512	— 2.4	1,100	1,064	994	1,020	142	932
Hopkins	24,363	—19.5	4,580	4,324	5,010	5,087	547	5,781
Houston	22,535	—27.6	2,380	4,393	2,740	2,905	331	3,915
Howard	22,464	+ 7.0	5,010	802	4,143	4,280	533	10,534
Hudspeth	2,930	— 7.0	370	140	352	355	73	487
Hunt	40,632	—16.7	9,180	4,462	9,587	9,862	971	12,013
Hutchinson	17,839	— 6.5	4,790	183	4,527	4,655	307	7,165
Irion	1,596	—18.7	390	149	354	355	43	312
Jack	8,440	—17.3	1,550	1,204	1,652	1,664	227	1,963
Jackson	11,600	— 1.0	1,710	1,258	1,557	1,571	191	2,185
Jasper	15,900	— 9.1	2,040	1,705	1,903	2,021	239	3,184
Jeff Davis	1,977	—16.8	260	104	275	279	43	307
Jefferson	See Listing—End of State							
Jim Hogg	4,853	—10.9	580	196	564	583	131	1,525
Jim Wells	17,817	—12.0	2,340	1,234	2,340	2,383	377	5,999
Johnson	26,883	—11.5	5,960	2,921	5,988	6,082	620	6,900
Jones	22,044	— 5.7	4,400	2,179	4,078	4,271	435	6,183
Karnes	17,284	—10.2	1,790	2,098	1,722	1,788	301	3,398
Kaufman	31,108	—18.8	4,930	3,270	5,306	5,416	673	6,825
Kendall	4,109	—19.1	790	739	862	868	137	1,389
Kenedy	612	—12.6	30	8	31	33	3	18
Kent	2,580	—24.4	440	454	479	505	58	486
Kerr	9,060	—22.2	1,990	729	2,225	2,252	244	4,819
Kimble	3,345	—33.9	700	443	871	893	98	1,368
King	920	—13.7	210	110	209	214	17	201
Kinney	4,152	+18.0	460	127	426	430	74	714
Kleberg	15,526	+16.4	2,110	371	1,950	1,999	257	3,758
Knox	8,760	—13.2	1,590	980	1,582	1,635	227	2,235
Lamar	48,496	— 3.8	8,510	4,176	7,816	8,027	657	9,654
Lamb	16,265	— 7.6	3,270	2,167	3,141	3,206	369	4,887
Lampasas	8,918	— 2.7	1,940	1,064	1,770	1,812	199	2,404
La Salle	6,945	—13.2	560	453	554	570	157	1,178
Lavaca	21,485	—15.7	2,700	4,197	2,799	2,862	363	3,579
Lee	11,067	—13.2	1,170	2,097	1,180	1,205	202	1,643

County	POPULATION 1943*	% Change 1940-43	Radio Daily Homes 1944	No. of Farms	RADIO HOMES 1940 Census	NAB Projection	RETAIL—SERVICE Stores	Sales
Leon	13,325	—24.9	1,360	2,760	1,542	1,602	316	2,316
Liberty	21,631	—11.9	3,300	1,961	3,267	3,365	448	6,362
Limestone	26,189	—22.5	4,030	3,427	4,491	4,622	593	5,039
Lipscomb	3,482	— 7.5	820	479	794	805	114	1,074
Live Oak	8,175	—16.6	1,090	1,015	1,128	1,169	148	1,532
Llano	4,539	—24.3	1,000	666	1,144	1,152	133	1,541
Loving	212	—25.6	70	11	68	72	9	**38
Lubbock	56,661	+ 9.4	13,490	2,119	11,007	11,345	1,076	25,008
Lynn	11,714	— 1.8	2,400	1,471	2,183	2,221	176	3,255
McCulloch	11,963	— 9.4	2,400	1,098	2,334	2,380	321	3,950
McLennan	See Listing—End of State							
McMullen	1,213	—11.7	190	162	198	198	26	114
Madison	9,175	—23.7	850	1,674	944	991	174	2,485
Marion	11,090	— 3.2	1,050	1,286	950	982	206	1,755
Martin	4,493	—19.1	780	779	827	863	84	1,134
Mason	4,259	—20.8	940	714	1,033	1,050	118	1,474
Matagorda	21,826	+ 8.8	3,180	1,614	2,575	2,665	389	5,711
Maverick	11,625	+15.8	1,140	272	872	903	167	2,136
Medina	16,428	+ 2.0	1,240	1,719	1,949	1,995	210	2,285
Menard	3,786	—16.3	770	380	816	821	109	1,402
Midland	12,966	+10.8	2,940	386	2,430	2,467	233	6,272
Milan	26,595	—19.7	3,620	3,895	3,873	4,024	467	4,739
Mills	6,365	—19.9	1,200	1,364	1,319	1,333	151	1,414
Mitchell	10,002	—19.8	2,010	1,119	2,175	2,226	269	3,223
Montague	16,290	—20.3	3,180	2,164	3,424	3,528	395	4,018
Montgomery	18,503	—19.7	2,710	2,296	2,899	3,006	360	4,763
Moore	8,739	+95.9	2,140	178	1,048	1,083	102	1,467
Morris	9,978	+ 1.7	1,130	1,210	972	1,011	138	1,287
Motley	3,991	—20.1	770	590	856	863	104	1,206
Nacogdoches	28,935	—18.2	4,070	3,604	4,207	4,419	491	6,937
Navarro	42,622	—16.9	7,360	4,210	7,789	7,924	852	10,046
Newton	10,943	—20.1	1,060	1,565	1,156	1,177	161	1,276
Nolan	15,060	—13.0	3,380	948	3,218	3,487	331	6,270
Nueces	See Listing—End of State							
Ochiltree	3,685	—12.5	940	528	966	974	108	2,065
Oldham	1,486	+ 7.3	370	177	307	318	46	434
Orange	36,692	+111.1	6,650	1,141	2,838	3,022	282	3,713
Palo Pinto	20,196	+ 9.4	4,630	1,325	3,327	3,814	454	4,449
Panola	18,336	—18.6	2,890	3,237	2,051	2,078	229	2,231
Parker	18,122	—11.5	3,440	2,481	3,455	3,510	381	3,763
Parmer	5,036	—14.5	1,120	915	1,141	1,175	123	1,506
Pecos	7,659	— 6.4	1,380	326	1,239	1,332	201	2,911
Polk	16,411	—20.5	2,170	2,074	2,374	2,432	232	3,756
Potter	See Listing—End of State							
Presidio	9,094	— 8.5	820	490	792	816	181	2,219
Rains	5,727	—21.9	650	1,132	953	970	83	427
Randall	7,762	+ 8.0	2,100	660	1,702	1,763	118	1,578
Reagan	2,010	+ 0.7	550	76	477	496	55	615
Real	1,991	—17.7	310	300	332	335	48	307
Red River	24,253	—18.5	3,420	3,726	3,711	3,778	440	4,079
Reeves	9,256	+15.6	1,540	277	1,203	1,232	246	3,908
Refugio	8,315	—19.9	1,500	396	1,628	1,674	235	3,309
Roberts	968	—24.9	360	154	293	300	28	457
Robertson	21,887	—14.9	2,450	2,834	2,496	2,578	390	3,607
Rockwall	5,949	—15.6	1,010	667	1,148	1,177	143	1,102
Runnels	16,897	—10.6	3,450	2,103	3,337	3,483	403	4,918
Rusk	39,288	—23.0	6,440	4,280	7,200	7,406	752	11,398
Sabine	9,062	—16.8	1,010	1,598	1,032	1,080	137	1,277
San Augustine	10,021	—19.6	840	2,162	867	939	146	1,650
San Jacinto	7,446	—17.8	340	1,547	459	483	97	616
San Patricio	27,362	— 5.2	4,390	1,089	4,028	4,192	517	8,204
San Saba	8,429	—23.5	1,560	1,276	1,768	1,813	181	1,979
Schleicher	2,337	—24.2	450	286	518	523	59	589
Scurry	9,189	—20.4	1,900	1,446	2,051	2,109	249	2,862
Shackelford	4,641	—25.3	1,120	460	1,256	1,312	135	1,467
Shelby	23,908	—18.2	2,990	4,952	3,131	3,253	404	4,357
Sherman	1,863	— 8.0	450	311	435	441	40	637
Smith	62,864	— 9.0	11,730	5,306	11,230	11,613	1,297	21,281
Somervell	2,394	—22.0	390	434	432	436	66	418
Starr	12,528	— 2.1	710	916	630	658	274	1,236
Stephens	8,688	—29.7	2,070	810	2,439	2,591	281	3,926
Sterling	1,281	— 8.8	300	117	264	295	39	545
Stonewall	4,246	—24.0	700	754	807	821	85	634
Sutton	3,156	—20.6	500	166	572	573	104	1,450
Swisher	5,688	—12.9	1,400	1,035	1,399	1,446	166	1,929
Tarrant	See Listing—End of State							
Taylor	51,578	+16.8	11,050	1,871	9,023	9,444	1,048	17,205
Terrell	3,036	+ 3.8	450	136	392	395	81	907
Terry	11,033	— 1.1	2,180	1,305	1,951	2,004	197	3,338
Throckmorton	3,307	—22.6	650	572	737	756	100	704
Titus	16,450	—14.4	2,710	2,146	2,748	2,819	329	3,974
Tom Green	41,903	+ 6.6	9,280	1,408	7,770	7,936	960	17,235
Travis	See Listing—End of State							
Trinity	10,480	—23.5	1,260	1,615	1,387	1,468	190	2,261
Tyler	9,036	—24.4	1,220	1,522	1,381	1,412	182	1,844
Upshur	20,442	—21.9	3,020	3,412	3,344	3,427	340	3,538

County	POPULATION 1943*	% Change 1940-43	Radio Daily Homes 1944	No. of Farms	RADIO HOMES 1940 Census	RADIO HOMES NAB Projection	RETAIL—SERVICE Stores	RETAIL—SERVICE Sales
Upton	3,139	—26.9	860	77	1,013	1,028	145	2,349
Uvalde	13,432	+ 1.4	2,020	755	1,786	1,819	283	3,764
Val Verde	16,854	+ 9.1	2,290	309	1,874	1,931	337	4,218
Van Zandt	27,270	—12.5	4,920	4,381	4,892	5,072	456	4,641
Victoria	26,181	+10.3	3,920	1,646	3,756	3,847	451	9,064
Walker	17,195	—13.5	1,960	1,874	1,951	2,039	256	3,721
Waller	9,880	— 3.9	1,060	1,484	976	999	184	2,003
Ward	9,856	+ 2.9	2,080	169	1,801	1,842	262	*4,001
Washington	21,618	—14.8	2,250	3,912	2,318	2,367	437	4,623
Webb	48,203	+ 6.1	5,190	427	4,349	4,465	710	10,751
Wharton	32,102	—11.2	4,740	3,746	4,687	4,790	576	8,904
Wheeler	10,786	—13.1	2,210	1,266	2,246	2,276	297	3,577
Wichita	71,355	— 3.1	17,560	1,329	15,845	16,407	1,646	31,850
Wilbarger	17,732	—13.4	4,620	1,300	4,012	4,146	405	6,695
Willacy	13,205	— 0.2	1,510	979	1,322	1,369	271	2,370
Williamson	37,607	— 9.8	6,550	3,954	6,380	6,558	801	9,169
Wilson	14,314	—16.1	1,420	2,092	1,477	1,512	258	2,191
Winkler	5,448	—11.3	1,360	25	1,348	1,370	206	3,194
Wise	16,176	—15.2	3,070	2,490	3,043	3,220	354	2,914
Wood	21,578	—11.4	3,610	3,286	3,579	3,651	439	4,035
Yoakum	2,673	—50.0	620	260	987	1,017	153	918
Young	15,203	—20.0	3,380	1,449	3,685	3,753	481	6,730
Zapata	3,512	—10.3	170	329	170	171	69	119
Zavala	9,916	—14.5	720	316	721	760	165	1,337
City	**METROPOLITAN DISTRICTS—COUNTIES**							
AMARILLO (Potter)	57,754	+ 6.4	15,980	302	13,388	13,773	1,188	28,888
AUSTIN (Travis)	112,036	+ 0.9	22,890	2,647	20,170	20,627	324	2,906
BEAUMONT (Jefferson) PORT ARTHUR.	175,097	+20.5	41,040	2,387	30,298	31,338	2,533	57,967
CORPUS CHRISTI (Nueces)	120,965	+30.6	22,230	1,457	15,366	15,753	2,029	40,771
DALLAS (Dallas)	440,888	+10.6	116,310	3,510	93,564	96,130	7,764	205,466
EL PASO (El Paso)	137,579	+ 9.3	27,380	1,075	22,696	23,088	2,324	45,669
FORT WORTH (Tarrant)	254,001	+12.6	66,060	3,622	52,082	53,708	4,573	107,841
GALVESTON (Galveston)	97,310	+21.9	24,250	909	18,060	18,363	1,842	35,786
HOUSTON (Harris)	588,175	+11.2	145,960	6,949	116,300	120,628	9,268	239,223
SAN ANTONIO (Bexar)	412,905	+30.7	90,840	3,664	63,406	64,431	6,454	120,258
WACO (McLennan)	110,189	+ 8.1	22,940	4,445	18,734	19,443	1,827	31,610
TOTAL STATE..	6,341,450	— 0.6	1,252,100	418,002	1,090,206	1,122,042	116,824	$1,940,914

* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by **RADIO DAILY** from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

UTAH

Population 1943* **585,065**
Radio Homes, 1944 (RADIO DAILY Estimate) **151,470**
No. of Farms, 1940 ..... **25,411**

County	POPULATION 1943*	% Change 1940-43	Radio Daily Homes 1944	No. of Farms	RADIO HOMES 1940 Census	RADIO HOMES NAB Projection	RETAIL—SERVICE Stores	RETAIL—SERVICE Sales
Beaver	4,676	— 6.7	1,110	329	1,050	1,073	94	$1,099
Box Elder	18,083	— 4.0	4,640	1,805	4,134	4,215	327	4,499
Cache	27,831	— 8.8	7,190	2,253	6,981	7,116	455	8,692
Carbon	19,381	+ 7.4	4,550	454	3,836	3,888	274	6,466
Daggett	337	—40.2	70	68	76	80	7	64
Davis	22,355	+42.1	5,430	1,474	3,503	3,562	179	2,796
Duchesne	6,660	—25.7	1,260	1,104	1,467	1,500	110	1,304
Emery	5,373	—24.0	1,160	822	1,341	1,359	90	674
Garfield	3,462	—34.1	630	416	835	850	80	541
Grand	1,902	— 8.1	360	155	347	353	35	455
Iron	7,544	— 9.4	1,830	550	1,794	1,814	145	3,727
Juab	5,499	—25.6	1,470	395	1,736	1,762	124	1,636
Kane	2,196	—14.3	440	210	442	457	53	505
Millard	16,168	+68.2	3,510	967	1,890	1,954	170	2,133
Morgan	2,583	— 1.1	650	247	576	598	43	488
Piute	1,658	—24.7	380	215	436	453	37	304
Rich	1,571	—22.5	410	249	468	475	24	166
Salt Lake	See Listing—End of State							
San Juan	3,677	—22.0	320	675	405	420	40	430
Sanpete	12,992	—19.1	3,350	1,426	3,020	3,085	360	2,655
Sevier	9,433	—11.1	2,340	959	2,571	2,661	263	3,195

County	POPULATION 1943*	% Change 1940-43	Radio Daily Homes 1944	No. of Farms	RADIO HOMES 1940 Census	RADIO HOMES NAB Projection	RETAIL—SERVICE Stores	RETAIL—SERVICE Sales
Summit	7,244	—16.9	1,930	513	2,020	2,073	172	1,638
Tooele	12,365	+35.4	3,150	368	2,120	2,155	157	2,198
Uintah	7,458	—24.7	1,450	1,123	1,677	1,700	108	1,674
Utah	63,948	+11.4	15,710	3,055	12,696	12,975	823	15,174
Wasatch	5,336	— 7.3	1,340	431	1,265	1,297	95	1,360
Washington	6,739	—27.3	1,420	681	1,677	1,711	175	1,842
Wayne	1,719	—28.2	330	359	391	403	34	132
Weber	74,124	+30.7	20,280	1,693	14,092	14,379	938	21,895
City	**METROPOLITAN DISTRICTS—COUNTIES**							
SALT LAKE CITY (Salt Lake)	232,958	+10.4	64,760	2,515	52,972	53,955	3,347	94,342
TOTAL STATE..	585,065	+ 6.4	151,470	25,411	126,419	128,923	8,759	$182,147

* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by **RADIO DAILY** from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

VERMONT

Population 1943* 320,948
Radio Homes, 1944 (RADIO DAILY Estimate) 81,770
No. of Farms, 1940 23,582

County	POPULATION 1943*	% Change 1940-43	Radio Daily Homes 1944	No. of Farms	RADIO HOMES 1940 Census	RADIO HOMES NAB Projection	RETAIL—SERVICE Stores	RETAIL—SERVICE Sales
Addison	14,406	—19.7	3,410	1,951	3,705	3,783	322	$4,979
Bennington	20,350	— 8.7	5,640	905	5,459	5,584	514	7,983
Caledonia	21,890	—10.0	5,740	1,977	5,634	5,784	523	9,296
Chittenden	46,808	— 6.7	12,100	1,642	11,521	11,748	920	22,419
Essex	5,809	—10.5	1,280	601	1,376	1,390	148	1,182
Franklin	25,226	—14.8	6,240	2,157	6,472	6,566	533	8,677
Grand Isle	3,110	—18.2	730	447	767	790	65	734
Lamoille	9,276	—15.9	2,270	1,195	2,381	2,411	218	3,174
Orange	13,911	—18.4	3,320	2,151	3,544	3,607	312	4,182
Orleans	18,413	—16.5	4,430	2,187	4,626	4,764	484	7,147
Rutland	41,508	— 9.0	10,630	1,934	10,285	10,528	973	18,258
Washington	35,162	—15.4	9,010	2,086	9,293	9,482	851	16,280
Windham	25,773	— 7.5	6,670	1,646	6,455	6,544	573	11,613
Windsor	39,586	+ 4.6	10,260	2,703	8,735	8,924	772	13,427
TOTAL STATE..	320,948	—10.2	81,770	23,582	80,253	81,905	7,208	$129,351

* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by **RADIO DAILY** from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

VIRGINIA

Population 1943* 2,769,722
Radio Homes, 1944 (RADIO DAILY Estimate) 499,290
No. of Farms, 1940 174,885

County	POPULATION 1943*	% Change 1940-43	Radio Daily Homes 1944	No. of Farms	RADIO HOMES 1940 Census	RADIO HOMES NAB Projection	RETAIL—SERVICE Stores	RETAIL—SERVICE Sales
Accomack	27,214	—17.4	4,820	2,183	5,013	5,184	550	$4,246
Albemarle	42,974	— 2.5	7,150	2,591	6,757	6,998	674	16,070
Charlottesville	Independent city—included in county above							
Alleghany	27,063	— 7.2	5,350	526	5,119	5,192	458	8,314
Clifton Forge	Independent city—included in county above							
Amelia	7,502	—11.7	640	1,487	635	658	116	751
Amherst	18,295	— 9.8	2,150	2,221	2,112	2,154	235	1,673
Appomattox	8,232	— 8.7	970	1,322	931	962	128	1,470
Arlington	See Listing—End of State							
Alexandria	Independent city—included in county above							
Augusta	56,065	— 01.	10,510	3,719	9,130	9,550	797	14,790
Staunton	Independent city—included in county above							
Bath	5,680	—21.0	900	886	950	1,007	102	1,021
Bedford	26,138	—12.0	3,450	4,105	3,462	3,515	405	3,579
Bland	6,187	— 8.1	860	918	841	848	78	355
Botetourt	15,033	— 8.6	2,370	1,700	2,308	2,346	234	1,609
Brunswick	18,683	— 4.6	1,720	2,535	1,608	1,643	214	2,328
Buchanan	24,988	—20.6	2,810	2,420	3,112	3,157	453	3,654
Buckingham	11,535	—13.9	880	1,872	995	1,018	149	944
Campbell	67,556	— 4.4	12,880	2,645	11,990	12,261	1,227	26,319
Lynchburg	Independent city—included in county above							
Caroline	11,520	—17.4	1,250	1,800	1,308	1,337	185	1,412
Carroll	22,740	—12.2	2,830	4,005	2,814	2,887	271	1,841
Charles City	4,311	+10.8	350	368	312	318	47	188
Charlotte	13,264	—16.4	1,120	2,435	1,161	1,193	223	1,207
Chesterfield	28,229	— 9.5	5,870	1,717	5,716	5,870	324	3,015
Clarke	6,463	— 9.7	1,190	567	1,099	1,187	117	1,506

County	POPULATION 1943*	% Change 1910-43	Radio Daily Homes 1944	No. of Farms	RADIO HOMES 1940 Census	RADIO HOMES NAB Projection	RETAIL—SERVICE Stores	RETAIL—SERVICE Sales
Craig	3,252	—13.7	560	543	577	579	58	393
Culpepper	12,072	— 9.7	1,810	1,230	1,788	1,814	179	3,258
Cumberland	6,364	—15.2	540	1,447	547	570	75	503
Dickenson	19,728	— 7.2	2,380	2,181	2,282	2,308	244	2,181
Dinwiddie	48,603	— 0.1	7,750	1,834	6,821	7,048	794	15,869
Petersburg	Independent city—included in county above							
Elizabeth City	See Listing—End of State							
Hampton	Independent city—included in county above							
Essex	6,621	— 5.5	730	956	667	705	141	1,189
Fairfax	52,943	+38.9	10,580	1,484	6,938	7,105	344	4,840
Fauquier	19,321	— 8.2	2,880	2,183	2,763	2,827	310	4,628
Floyd	11,006	— 8.0	1,350	2,281	1,312	1,324	213	1,086
Fluvanna	6,709	— 5.3	780	1,157	729	746	98	676
Franklin	22,475	—13.1	2,570	3,867	2,588	2,643	291	2,242
Frederick	25,247	— 3.3	4,970	1,674	5,217	5,337	533	9,956
Winchester	Independent city—included in county above							
Giles	15,539	+ 6.2	2,420	1,339	2,048	2,084	193	2,089
Gloucester	9,564	+ 0.2	1,420	1,253	1,221	1,287	151	1,552
Gouchland	7,519	—11.1	700	1,358	695	707	102	493
Grayson	20,857	— 4.8	2,970	2,937	2,777	2,829	297	3,656
Greene	4,655	—10.8	320	828	324	327	65	269
Greensville	13,781	— 7.3	1,330	1,106	1,263	1,291	198	2,501
Halifax	37,246	— 9.8	3,620	5,886	3,494	3,617	460	5,329
Hanover	17,855	— 3.5	2,220	1,946	2,045	2,093	221	2,566
Henrico	See Listing—End of State							
Richmond	Independent city—included in county above							
Henry	38,911	+ 6.4	5,870	2,229	4,832	5,057	496	7,928
Martinsville	Independent city—included in county above							
Highland	4,262	—12.6	680	667	686	705	68	321
Isle of Wight	13,198	— 1.4	1,380	1,248	1,234	1,271	217	2,084
James City	12,918	+38.0	1,740	326	1,145	1,167	146	2,943
Williamsburg	Independent city—included in county above							
King and Queen	6,094	—12.4	580	1,202	588	605	96	376
King George	5,650	+18.0	730	844	553	563	70	465
King William	7,573	— 3.6	980	697	908	927	144	*1,587
Lancaster	7,016	—20.1	1,230	700	1,079	1,115	173	1,527
Lee	34,132	—13.1	4,010	3,571	4,056	4,134	332	3,569
Loudoun	18,250	— 8.7	3,340	1,716	3,204	3,306	305	4,422
Louisa	10,999	—19.5	1,290	2,256	1,395	1,425	180	1,614
Lunenberg	13,805	— 0.3	1,490	1,948	1,316	1,354	157	1,797
Madison	7,891	— 6.8	890	1,202	846	862	114	662
Mathews	6,386	—10.7	1,030	766	1,017	1,041	111	1,029
Mecklenburg	28,544	—10.6	2,650	4,303	2,600	2,676	473	4,919
Middlesex	5,967	—10.6	720	971	683	724	119	939
Montgomery	41,262	+31.7	6,780	1,670	4,686	4,763	356	5,886
Radford	Independent city—included in county above							
Nansemond	34,288	+ 1.1	5,070	1,561	4,378	4,560	551	8,673
Suffolk	Independent city—included in county above							
Nelson	14,848	— 8.6	1,650	1,829	1,601	1,634	248	1,476
New Kent	3,895	— 4.8	400	362	368	376	61	**659
Norfolk	See Listing—End of State							
South Norfolk	Independent city—included in county above							
Norfolk	Independent city—included in county above							
Portsmouth	Independent city—included in county above							
Northhampton	15,939	— 9.2	2,490	777	2,401	2,468	330	3,835
Northumberland	8,579	—18.0	1,240	1,183	1,292	1,342	163	1,292
Nottoway	17,040	+ 9.5	2,170	1,595	1,737	1,812	248	3,303
Orange	11,679	— 7.7	1,720	1,353	1,647	1,681	209	3,181
Page	13,764	— 7.4	2,200	1,327	2,083	2,138	238	2,093
Patrick	13,379	—19.5	1,230	3,005	1,337	1,367	191	1,106
Pittsylvania	91,154	— 3.5	13,710	6,932	12,707	12,932	1,008	21,658
Danville	Independent city—included in county above							
Powhatan	5,451	— 3.9	530	829	488	499	80	545
Prince Edward	12,555	—15.9	1,460	1,689	1,524	1,556	210	3,325
Prince George	21,250	+ 1.7	3,870	869	3,370	3,452	289	3,535
Hopewell	Independent city—included in county above							
Princess Anne	See Listing—End of State							
Prince William	15,444	+32.5	2,870	1,044	1,939	2,007	253	3,208
Pulaski	27,458	+20.6	4,600	1,191	3,410	3,510	290	4,322
Rappahannock	6,187	—14.2	610	861	614	630	90	552
Richmond	5,856	—11.7	720	893	710	734	135	997
Roanoke	See Listing—End of State							
Roanoke	Independent city—included in county above							
Rockbridge	24,891	— 6.9	4,460	2,125	4,193	4,334	385	5,246
Buena Vista	Independent city—included in county above							
Rockingham	39,047	— 2.5	7,190	3,884	6,528	6,721	600	12,965
Harrisonburg	Independent city—included in county above							
Russell	23,935	—10.1	3,080	2,840	3,023	3,082	300	2,175
Scott	25,689	— 4.8	2,910	3,874	2,716	2,769	369	2,016
Shenandoah	19,196	— 8.1	3,840	2,395	3,677	3,766	436	3,571
Smyth	27,286	— 5.5	3,580	2,086	3,342	3,441	413	4,098
Southampton	24,878	— 5.9	2,410	2,345	2,240	2,319	323	3,887
Spotsylvania	21,159	+ 5.7	4,400	1,313	3,632	3,788	418	9,145
Fredericksburg	Independent city—included in county above							
Stafford	8,465	— 3.9	1,480	898	1,350	1,392	110	528
Surry	5,274	—14.8	650	781	674	686	95	626

County	POPULATION 1943*	% Change 1940-43	Radio Daily Homes 1944	No. of Farms	RADIO HOMES 1940 Census	RADIO HOMES NAB Projection	RETAIL—SERVICE Stores	RETAIL—SERVICE Sales
Sussex	11,898	— 4.7	1,030	1,236	935	989	172	1,622
Tazewell	42,115	+ 1.2	7,090	1,622	6,292	6,389	488	7,839
Warren	10,925	— 1.2	2,060	829	1,828	1,884	230	3,188
Warwick	See Listing—End of State							
Newport News	Independent city—included in county above							
Washington	47,298	— 0.1	7,640	4,240	6,833	6,947	641	9,475
Bristol	Independent city—included in county above							
Westmoreland	8,706	— 8.5	1,020	1,110	885	928	191	1,304
Wise	48,758	— 7.1	7,140	2,340	6,770	6,932	595	8,465
Wythe	21,165	— 6.8	3,480	1,862	3,322	3,376	281	4,131
York	10,265	+19.8	1,650	421	1,188	1,264	106	865
City	**METROPOLITAN DISTRICTS—COUNTIES**							
NORFOLK (Hampton, Newport News, Norfolk, Portsmouth, South Norfolk, cities; Elizabeth City, Norfolk, Princess Anne, Warwick)								
PORTSMOUTH								
NEWPORT News	466,787	+45.2	106,340	2,668	66,120	68,614	2,717	125,242
RICHMOND (Richmond city; Henrico)	251,871	+ 7.2	62,250	1,070	52,105	53,209	4,175	122,057
ROANOKE (Roanoke city; Roanoke)	108,968	— 2.9	25,550	1,531	23,422	23,878	1,713	44,335
TOTAL STATE	2,769,722	+ 4.8	499,290	174,885	409,978	421,078	38,793	$672,402

Note—Arlington, Alexandria city included in Washington, D. C., Metropolitan District. Listed under D. C.

* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by **RADIO DAILY** from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

WASHINGTON

Population 1943* . 1,848,255
Radio Homes, 1944 (RADIO DAILY Estimate 576,420
No. of Farms, 1940 81,686

County	POPULATION 1943*	% Change 1940-43	Radio Daily Homes 1944	No. of Farms	RADIO HOMES 1940 Census	RADIO HOMES NAB Projection	RETAIL—SERVICE Stores	RETAIL—SERVICE Sales
Adams	4,856	—21.8	1,370	651	1,507	1,548	148	$2,388
Asotin	7,198	—14.0	2,140	542	2,174	2,239	99	1,235
Benton	10,540	—12.6	2,760	1,673	2,748	2,840	200	2,869
Chelan	30,608	—11.1	9,140	2,079	9,027	9,230	719	16,959
Clallam	20,623	— 5.1	5,850	1,226	5,406	5,569	410	7,529
Clark	81,490	+70.3	24,290	4,528	13,235	13,490	851	15,270
Columbia	4,231	—23.8	1,240	525	1,427	1,453	141	1,654
Cowlitz	40,433	+ 0.7	11,730	1,925	10,329	10,564	715	14,753
Douglas	2,789	—67.8	930	1,245	2,202	2,268	121	1,450
Ferry	3,458	—26.4	850	553	990	1,014	86	783
Franklin	6,736	+ 6.8	1,860	363	1,548	1,584	149	2,663
Garfield	2,587	—23.5	770	335	880	896	76	1,377
Grant	6,651	—54.7	2,190	600	3,916	3,988	399	5,700
Grays Harbor	45,475	—14.4	13,800	1,915	13,918	14,372	1,148	21,357
Island	5,775	— 4.1	1,840	1,044	1,652	1,737	128	1,103
Jefferson	7,898	— 0.3	2,390	518	2,092	2,165	185	2,304
King	See Listing—End of State							
Kitsap	85,595	+98.8	27,220	2,102	12,731	13,048	794	15,761
Kittitas	16,372	—10.1	4,620	1,196	4,964	5,075	415	7,623
Klickitat	8,683	—23.5	2,300	1,113	2,618	2,677	214	3,154
Lewis	34,314	—17.1	9,890	3,941	10,278	10,635	820	13,090
Lincoln	9,047	—20.4	2,680	1,269	2,929	2,975	290	4,621
Mason	12,676	+ 9.2	3,600	769	2,967	3,028	244	3,584
Okanogan	17,762	—27.6	4,520	2,397	5,368	5,509	434	7,046
Pacific	12,050	—24.1	3,590	710	4,101	4,176	367	4,875
Pend Oreille	5,223	—27.0	1,340	657	1,572	1,615	164	1,800
Pierce	See Listing—End of State							
San Juan	2,349	—25.6	730	497	855	875	64	650
Skagit	35,393	— 6.0	10,380	3,242	9,659	9,980	885	12,543
Skamania	3,310	—28.6	940	331	1,134	1,164	104	790
Snohomish	89,132	+ 0.4	25,200	6,231	24,388	24,947	1,741	30,381
Spokane	See Listing—End of State							
Stevens	15,178	—21.3	3,850	2,537	4,240	4,318	281	3,775
Thurston	37,570	+ 0.8	11,740	2,876	10,324	10,569	752	14,990
Wahkiakum	3,094	—27.8	860	449	1,012	1,055	59	746
Walla Walla	29,290	— 4.1	8,100	1,420	7,319	7,647	637	14,146
Whatcom	58,673	— 2.8	18,260	4,703	16,660	17,062	1,189	21,969
Whitman	23,780	—12.8	7,090	2,537	7,138	7,310	668	10,858
Yakima	83,895	—15.3	23,640	6,606	24,046	24,887	1,660	37,112

County	POPULATION 1943*	% Change 1940-43	Radio Daily Homes 1944	No. of Farms	RADIO HOMES 1940 Census	RADIO HOMES NAB Projection	RETAIL—SERVICE Stores	RETAIL—SERVICE Sales
City	**METROPOLITAN DISTRICTS—COUNTIES**							
SEATTLE (King)	604,556	+20.1	203,410	5,760	150,794	156,460	12,440	264,082
SPOKANE (Spokane)	171,674	+ 5.6	53,120	4,999	44,715	45,791	3,389	76,774
TACOMA (Pierce)	207,293	+19.6	66,190	5,622	49,690	50,924	2,752	72,536
TOTAL STATE	1,848,255	+ 7.5	576,420	81,686	472,553	486,684	36,938	$722,300

* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by **RADIO DAILY** from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

W. VIRGINIA

Population 1943* 1,748,851
Radio Homes, 1944 (RADIO DAILY Estimate) 340,600
No. of Farms, 1940 99,282

County	POPULATION 1943*	% Change 1940-43	Radio Daily Homes 1944	No. of Farms	RADIO HOMES 1940 Census	RADIO HOMES NAB Projection	RETAIL—SERVICE Stores	RETAIL—SERVICE Sales
Barbour	17,010	—14.4	2,990	2,097	3,044	3,111	252	$2,275
Berkeley	25,354	—12.6	6,010	1,306	6,072	6,199	547	7,099
Boone	23,720	—16.9	3,800	1,053	3,930	4,086	262	4,540
Braxton	17,138	—20.9	2,040	2,886	2,256	2,293	238	1,961
Brooke	See Listing—End of State							
Cabell	See Listing—End of State							
Calhoun	9,514	—23.6	1,250	1,756	1,429	1,446	145	1,037
Clay	16,621	+ 9.3	1,790	1,552	1,467	1,507	129	1,383
Doddridge	8,392	—23.2	1,410	1,543	1,587	1,621	106	1,092
Fayette	66,291	—17.8	12,730	2,388	13,556	13,841	764	17,972
Gilmer	9,579	—20.5	1,310	1,822	1,447	1,472	144	1,001
Grant	7,498	—14.8	1,190	928	1,225	1,252	143	1,171
Greenbrier	34,130	—11.4	5,960	2,747	5,944	6,018	509	6,818
Hampshire	11,545	—11.0	1,930	1,538	1,850	1,952	191	1,570
Hancock	29,587	— 6.3	7,220	384	6,827	6,947	448	6,921
Hardy	9,241	—14.5	1,270	1,205	1,320	1,339	163	1,165
Harrison	72,932	—12.0	15,890	2,784	16,217	16,666	1,170	21,644
Jackson	14,509	—12.6	2,490	2,539	2,502	2,563	223	1,848
Jefferson	14,970	—10.7	3,060	859	3,006	3,086	266	2,773
Kanawha	See Listing—End of State							
Lewis	18,861	—15.3	3,570	1,834	3,664	3,756	289	3,912
Lincoln	19,476	—14.9	1,930	2,775	1,983	2,028	190	1,596
Logan	60,854	—10.2	10,170	974	9,886	10,169	656	15,504
McDowell	92,826	— 1.6	16,270	2,246	14,838	15,062	790	22,056
Marion	64,950	— 5.4	15,050	2,467	13,990	14,334	886	16,489
Marshall	See Listing—End of State							
Mason	22,238	— 0.1	3,390	2,326	2,993	3,076	254	2,095
Mercer	62,388	— 8.6	12,580	3,193	12,231	12,458	829	17,032
Mineral	20,358	— 8.4	4,430	1,009	4,269	4,346	333	4,043
Mingo	41,485	+ 1.7	6,090	2,040	5,342	5,439	434	8,380
Monongalia	52,358	+ 2.2	11,760	1,805	10,328	10,502	789	14,034
Monroe	12,149	—10.5	1,940	1,893	1,934	1,958	170	1,184
Morgan	7,707	—11.8	1,490	762	1,554	1,630	175	1,084
Nicholas	18,849	—21.7	2,600	2,277	2,884	2,949	199	2,361
Ohio	See Listing—End of State							
Pendleton	9,220	—15.3	1,280	1,399	1,315	1,351	122	1,042
Pleasants	5,516	—17.6	1,250	614	1,317	1,357	107	1,282
Pocahontas	12,133	—12.7	1,800	1,407	1,828	1,855	209	1,867
Preston	24,491	—19.5	4,290	2,594	4,685	4,774	409	3,521
Putnam	17,007	—12.8	2,650	1,861	2,660	2,735	193	2,183
Raleigh	86,041	— 0.7	16,160	2,773	14,512	14,873	914	20,840
Randolph	26,996	—10.8	4,980	1,987	4,875	5,026	368	6,212
Ritchie	12,348	—19.8	2,280	1,935	2,477	2,534	214	1,926
Roane	16,814	—19.1	2,290	2,409	2,471	2,519	211	2,358
Summers	17,515	—14.2	2,860	2,168	2,886	2,983	244	2,915
Taylor	17,587	—11.7	3,580	1,052	3,569	3,647	299	3,439
Tucker	10,625	—19.3	2,050	773	2,079	2,132	186	1,784
Tyler	9,811	—21.9	2,020	1,347	2,247	2,296	162	1,987
Upshur	16,076	—12.4	2,910	2,215	2,815	2,969	237	2,631
Wayne	31,033	—12.7	4,490	3,030	4,509	4,629	297	2,246
Webster	15,870	—12.2	2,210	1,700	2,223	2,260	124	2,024
Wetzel	19,555	—12.5	3,470	1,770	3,515	3,577	383	3,541
Wirt	5,137	—20.7	740	993	803	827	84	487
Wood	55,327	—11.3	14,090	2,393	13,946	14,234	1,021	18,620
Wyoming	30,003	+ 0.8	3,840	1,579	4,161	4,221	247	5,121

County	POPULATION 1943*	% Change 1940-43	Radio Daily Homes 1944	No. of Farms	RADIO HOMES 1940 Census	RADIO HOMES NAB Projection	RETAIL—SERVICE Stores	RETAIL—SERVICE Sales
City	**METROPOLITAN DISTRICTS—COUNTIES**							
CHARLESTON (Kanawha) ..	207,943	+ 6.4	44,770	3,496	37,521	38,591	2,447	64,394
HUNTINGTON (Cabell; Boyd, Ky.; Lawrence, Ohio) ASHLAND, KY..	177,360	— 6.7	39,730	5,695	37,579	38,571	2,884	56,134
WHEELING (Brooke; Marshall, Ohio; Belmont, Ohio)	210,862	—10.1	52,390	6,204	51,162	52,394	4,115	67,011
TOTAL STATE..	1,748,851	— 8.0	340,600	99,282	326,347	334,239	24,120	$423,651

* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by **RADIO DAILY** from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

WISCONSIN

Population 1943* **2,956,860**
Radio Homes, 1944 (RADIO DAILY Estimate) **794,580**
No. of Farms, 1940 ..... **186,735**

County	POPULATION 1943*	% Change 1940-43	Radio Daily Homes 1944	No. of Farms	RADIO HOMES 1940 Census	RADIO HOMES NAB Projection	RETAIL—SERVICE Stores	RETAIL—SERVICE Sales
Adams	6,486	—23.2	1,500	1,344	1,695	1,722	135	$1.133
Ashland	17,518	—19.6	4,280	1,272	4,635	4,762	404	7,215
Barron	30,022	—12.4	7,480	4,317	7,475	7,627	661	9,839
Bayfield	12,319	—22.2	2,960	2,100	3,323	3,370	265	2,920
Brown	82,175	— 1.1	20,950	3,312	18,897	19,223	1,685	37,174
Buffalo	13,629	—15.3	3,280	2,045	3,402	3,452	273	3,212
Burnett	8,946	—21.4	2,240	2,003	2,450	2,513	167	1,883
Calumet	15,327	—13.0	3,870	1,987	3,914	3,990	404	4,445
Chippewa	36,605	—10.1	8,210	3,823	8,025	8,206	722	11,347
Clark	29,409	—13.4	6,940	5,174	6,794	6,942	631	7,562
Columbia	31,981	— 1.6	8,700	2,982	7,846	8,051	747	11,221
Crawford	15,320	—16.4	3,570	1,924	3,714	3,794	325	3,582
Dane	See Listing—End of State							
Dodge	47,062	—13.3	12,500	4,564	12,624	12,886	1,094	14,009
Door	20,680	+ 8.8	5,170	2,253	4,228	4,349	433	5,913
Douglas	See Listing—End of State							
Dunn	23,658	—13.6	5,840	3,354	5,923	6,086	424	6,370
Eau Claire	44,946	— 4.4	12,020	2,156	11,012	11,342	735	18,771
Florence	3,124	—25.2	740	507	866	878	79	664
Fond du Lac....	56,831	— 8.9	15,420	3,931	14,918	15,265	1,310	23,144
Forest	8,617	—27.0	1,780	745	2,096	2,139	189	2,279
Grant	36,837	— 9.3	9,430	4,028	9,178	9,337	806	11,671
Green	20,973	— 9.4	5,930	2,439	5,778	5,870	514	8,869
Green Lake	12,704	— 9.8	3,500	1,458	3,470	3,503	360	4,742
Iowa	16,955	—17.7	4,270	2,447	4,561	4,642	402	4,219
Iron	8,299	—17.4	2,080	564	2,158	2,234	279	2,469
Jackson	13,692	—17.5	3,160	2,205	3,333	3,430	300	3,854
Jefferson	38,302	— 1.5	10,890	3,102	9,844	10,077	929	15,549
Juneau	16,756	—10.3	3,910	2,122	3,792	3,908	365	4,318
Kenosha	See Listing—End of State							
Kewaunee	15,624	— 6.3	3,920	2,019	3,733	3,772	361	3,684
La Crosse	56,320	— 5.6	15,670	1,676	14,516	14,781	1,107	25,196
Lafayette	17,082	— 8.6	4,300	2,264	4,172	4,253	376	4,602
Langlade	19,356	—16.7	4,660	1,843	4,832	4,935	481	7,199
Lincoln	19,112	—15.2	4,600	2,038	4,720	4,842	462	6,127
Manitowoc	62,159	+ 1.0	16,590	3,741	14,678	14,947	1,206	21,898
Marathon	70,371	— 7.3	16,210	6,564	15,383	15,735	1,248	22,000
Marinette	31,656	—12.6	7,690	2,935	7,743	7,931	607	10,390
Marquette	7,889	—13.3	2,000	1,291	2,026	2,062	212	1,957
Milwaukee	See Listing—End of State							
Monroe	29,717	— 0.9	6,630	3,340	5,967	6,076	565	7,764
Oconto	21,703	—19.8	5,070	3,144	5,471	5,634	542	4,951
Oneida	15,372	—18.8	3,910	789	4,158	4,297	492	7,924
Outagamie	66,210	— 5.5	17,140	3,558	16,079	16,483	1,248	26,470
Ozaukee	18,643	— 1.8	5,090	1,553	4,635	4,712	407	6,395
Pepin	7,208	— 8.7	1,650	945	1,620	1,638	165	2,081
Pierce	19,137	—10.9	4,920	2,810	4,843	4,974	461	6,004
Polk	22,220	—15.2	5,570	4,072	5,770	5,869	439	6,296
Portage	28,873	—19.3	6,480	2,869	7,012	7,120	589	9,477
Price	14,741	—20.2	3,300	2,513	3,551	3,671	320	4,519
Racine	See Listing—End of State							
Richland	18,867	— 7.4	4,600	2,442	4,358	4,469	363	4,483
Rock	78,484	— 2.1	22,900	3,443	20,662	21,200	1,441	32,949
Rusk	14,675	—17.3	3,320	2,430	3,509	3,572	299	4,098
St. Croix	21,893	—11.9	5,640	3,014	5,541	5,758	492	6,630
Sauk	35,794	+ 6.2	9,190	3,470	7,792	7,922	722	11,003
Sawyer	9,021	—21.8	1,930	1,300	2,129	2,192	227	2,881
Shawano	28,523	—19.4	6,440	3,753	7,053	7,183	691	7,765
Sheboygan	70,528	— 7.5	19,970	3,406	19,202	19,576	1,370	27,287
Taylor	16,913	—15.9	3,480	3,310	3,631	3,699	304	3,605
Trempealeau ...	22,732	— 6.8	5,280	3,040	5,022	5,124	437	5,500
Vernon	26,136	—12.7	6,160	3,979	6,261	6,346	503	5,869

County	POPULATION 1943*	% Change 1940-43	Radio Daily Homes 1944	No. of Farms	RADIO HOMES 1940 Census	RADIO HOMES NAB Projection	RETAIL—SERVICE Stores	RETAIL—SERVICE Sales
Vilas	6,380	—28.3	1,520	455	1,836	1,866	258	3,621
Walworth	31,567	— 4.6	9,390	2,599	8,720	8,942	956	14,976
Washburn	9,736	—22.1	2,480	1,479	2,686	2,732	232	3,003
Washington	27,337	— 3.8	7,270	2,609	6,735	6,852	522	8,353
Waukesha	See Listing—End of State							
Waupaca	32,532	— 6.0	8,280	3,457	7,793	7,961	782	10,114
Waushara	11,663	—18.3	2,810	2,177	3,128	3,173	273	2,924
Winnebago	77,377	— 3.9	21,830	2,525	20,162	20,590	1,465	31,389
Wood	41,816	— 6.0	10,400	2,979	9,839	10,000	702	15,056
City	**METROPOLITAN DISTRICTS—COUNTIES**							
MADISON (Dane)	134,815	+ 3.2	38,180	5,834	33,071	33,787	2,582	62,699
MILWAUKEE (Milwaukee, Waukesha)	767,172	+ 0.1	241,990	5,228	215,788	219,986	16,713	372,855
RACINE (Kenosha, Racine)								
KENOSHA	152,259	— 3.3	43,440	3,580	39,934	40,594	2,929	59,457
TOTAL STATE	2,956,860	— 5.7	794,580	186,735	743,078	758,449	61,062	$1,127,415

Note: Douglas County contained in Duluth-Superior Metropolitan District. Listed under Minnesota.

* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by **RADIO DAILY** from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

WYOMING

Population 1943* 231,977
Radio Homes, 1944 (RADIO DAILY Estimate) 61,540
No. of Farms, 1940 15,018

County	POPULATION 1943*	% Change 1940-43	Radio Daily Homes 1944	No. of Farms	RADIO HOMES 1940 Census	RADIO HOMES NAB Projection	RETAIL—SERVICE Stores	RETAIL—SERVICE Sales
Albany	13,018	— 6.6	3,770	458	3,587	3,657	241	$6,859
Big Horn	10,466	—18.9	2,550	1,051	2,697	2,747	284	4,088
Campbell	4,624	—23.5	1,210	852	1,359	1,408	116	1,882
Carbon	13,020	+ 3.0	3,200	524	2,927	3,005	270	6,070
Converse	5,776	—12.9	1,520	522	1,504	1,563	158	2,554
Crook	4,321	—20.9	980	808	1,065	1,105	103	956
Fremont	12,584	—21.8	2,760	1,542	3,041	3,127	339	5,286
Goshen	10,352	—15.2	2,430	1,328	2,487	2,561	217	3,368
Hot Springs	3,469	—24.7	940	246	1,087	1,105	95	1,652
Johnson	3,705	—25.6	1,050	505	1,205	1,244	150	1,707
Laramie	35,216	+27.3	10,380	900	7,437	7,566	610	15,706
Lincoln	8,159	—20.7	2,010	808	2,238	2,258	219	3,097
Natrona	21,354	—10.5	6,450	359	6,342	6,515	535	13,295
Niobrara	4,191	—30.0	1,110	533	1,353	1,394	122	2,350
Park	20,191	+84.0	4,890	916	2,463	2,539	251	4,903
Platte	7,051	—12.0	1,760	778	1,751	1,799	158	2,880
Sheridan	15,874	—17.6	4,370	1,019	4,660	4,754	508	8,987
Sublette	1,788	—35.6	460	312	648	651	69	856
Sweetwater	20,077	+ 3.5	5,570	256	4,844	4,884	357	8,878
Teton	1,588	—37.6	420	201	582	587	75	1,178
Vinta	6,466	—10.5	1,560	398	1,521	1,571	150	2,921
Washakie	4,495	—23.3	1,010	306	1,121	1,170	111	2,552
Weston	3,953	—20.3	1,010	396	1,104	1,121	138	1,796
Yellowstone Nat. Park (Part)	239	—42.5	130	....	103	200	36	879
TOTAL STATE	231,977	— 5.2	61,540	15,018	57,126	58,531	5,312	$104,700
TOTAL U. S.	128,231,363	— 2.4	31,298,920	6,096,799	28,048,219	28,838,203	2,416,383	$45,462,207

* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by **RADIO DAILY** from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

— FOR —

UP-TO-DATE

INFORMATION

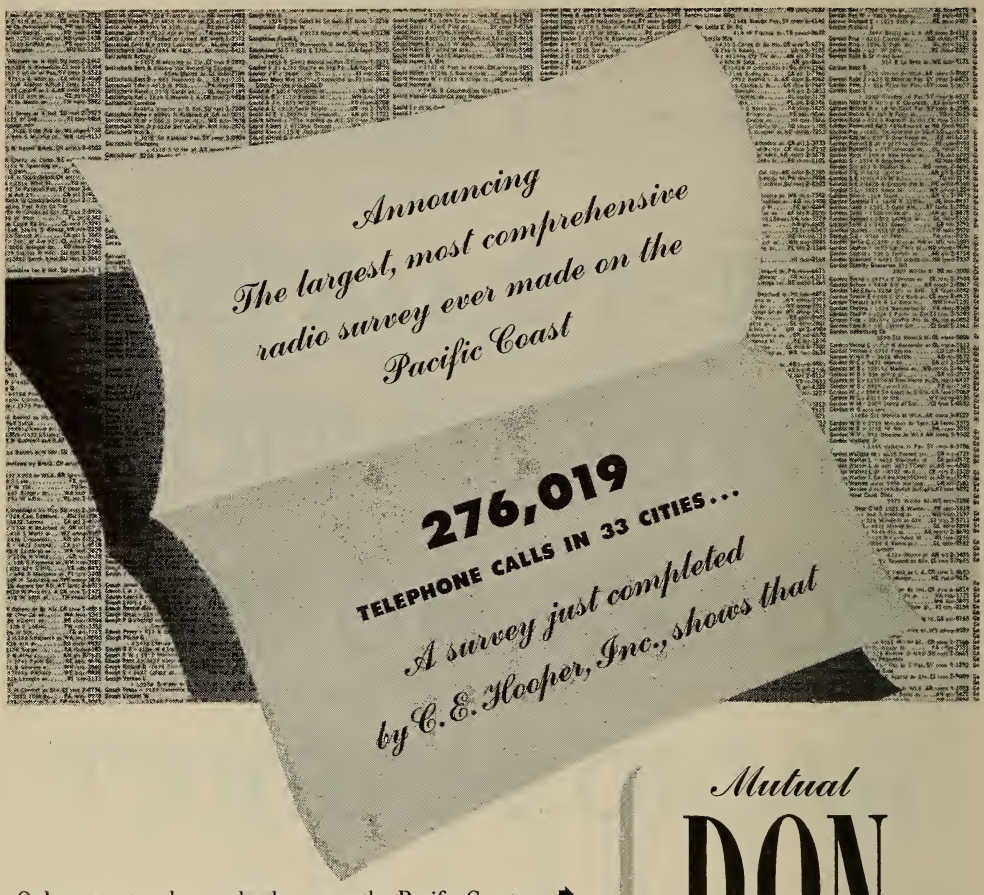
COVERING THE

RADIO MARKET

READ

RADIO DAILY

REGULARLY



Only *one* network completely covers the Pacific Coast

Only *one* network commands the attention of 60% to 100% of the listening audience in many Pacific Coast markets

Your radio show may be terrific, but hundreds of thousands of people on the Pacific Coast can't hear it unless its released on

More than half of the retail sales on the Pacific Coast are made outside of the counties in which the regularly Hooper rated cities are located. Don Lee is the only network that completely covers all of the outside markets.*

Mutual

DON LEE

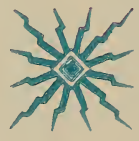
THOMAS S. LEE, *President*
LEWIS ALLEN WEISS, *Vice Pres., Gen. Mgr.*
5515 Melrose Ave., Hollywood, Calif.
Represented nationally by JOHN BLAIR & CO.

**Sales Management Survey of Buying Power, May 10, 1943*

THE NATION'S GREATEST REGIONAL NETWORK

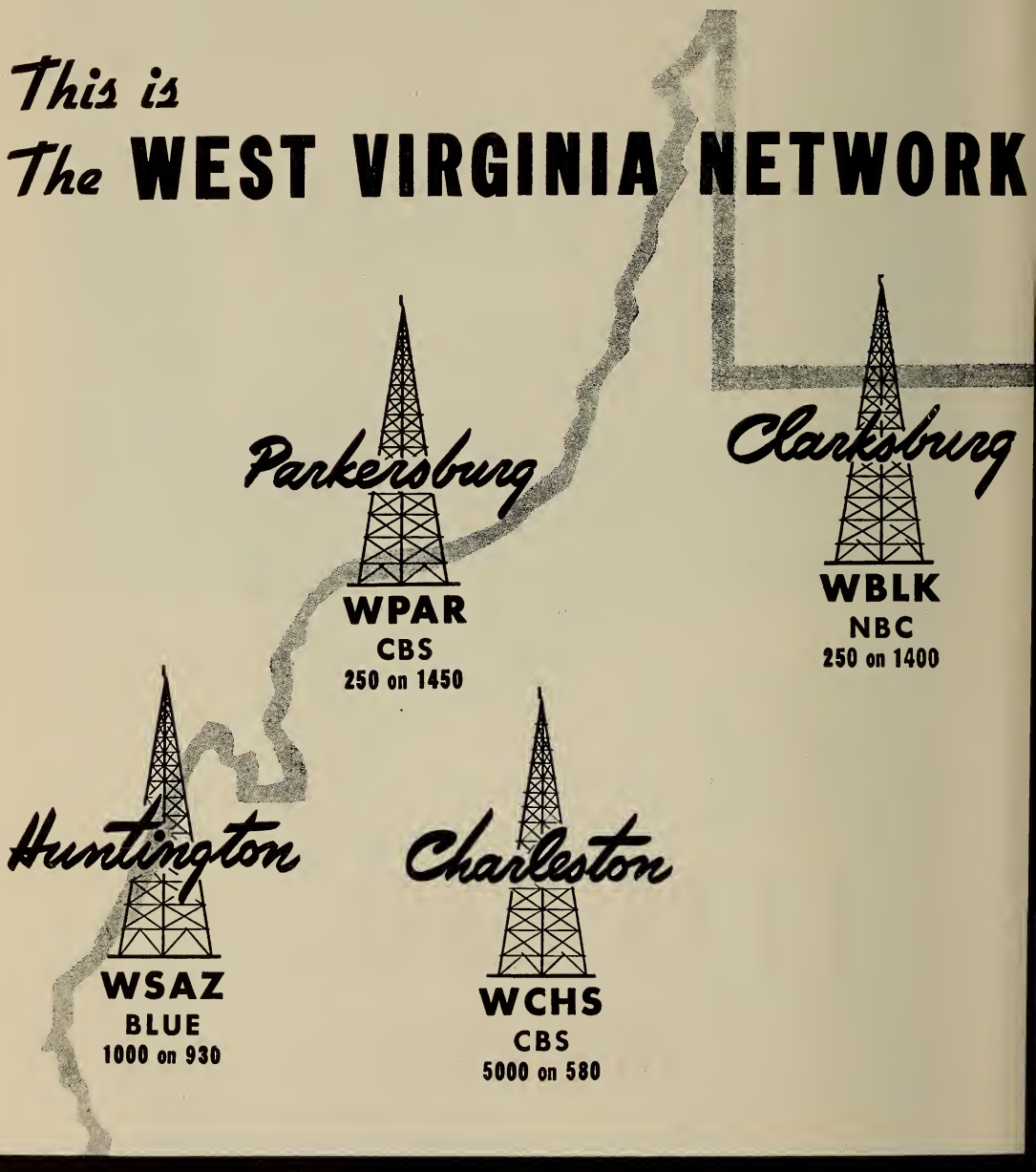


NETWORKS OF THE UNITED STATES



NATIONAL REGIONAL

This is *The* WEST VIRGINIA NETWORK



THE WEST VIRGINIA NETWORK

JOHN A. KENNEDY
PRESIDENT

HOWARD L. CHERNOFF
MANAGING DIRECTOR

National Representatives, THE BRANHAM COMPANY

THE BLUE NETWORK CO., INC.



MARK WOODS

WHEN a business organization reaches two years of age, with the cash register indicating a fair amount of profit, it almost inevitably gets down off its toes and assumes a complacent attitude. Standards have been established and policies set and since these have proved successful, the company is usually content to ride along on the wave created by its initial success.

We at the Blue Network, however, have no intention of losing the reputation as a pioneering network which we have acquired in the two years since the Blue was separated from NBC and set out on its own. We have standards—scores of them—but those in which we take the most pride are our standards of dissatisfaction, reputed to be the highest in the broadcasting industry.

No "Perfect Program"

With regard to programs, for example, we believe there is no perfect program, nor is there any type of show that is a "must" on our program schedule because a large segment of the industry regards it as indispensable. The daytime serial had been regarded in this light for many years until the Blue in 1943 decided that the question deserved investigation and conducted a survey of daytime radio which proved that while a large number of women like this type of program, there is a still larger number who do not listen to the radio to any extent during the daytime.

These figures indicated a dissatisfaction with the current daytime program structure and strengthened the Blue in its view that the radio listener would welcome a new kind of daytime fare, such as "Breakfast at Sardi's" and "Breakfast Club."

And once we have determined on a sales policy, we do not stow it away in the file marked "permanent." Although we were the first to announce the two per cent cash discount and devised a daytime package rate—all innovations at the time—we would be the first to amend or discard entirely these policies if a change in the industry rendered them impractical.

I present these facts and opinions merely because I wish to prove that the Blue does not intend to rest on its successful performance in the past, that it will be the first in the broadcasting industry to realize the necessity of change and the last to cling to a policy because "it's always been done that way."

This pioneering spirit was given immeasurable impetus last year when Edward J. Noble became the owner of the Blue Network. Not only did the transaction make the Blue completely independent of any other business organization but it put at our head one of the leading figures in American industry. Expansion into the new fields of frequency modulation broadcasting and television will be facilitated under Mr. Noble's leadership.

Crucial Period for All

This year will be a crucial period in the lives of the American people and, since radio has become so inextricable a part of their lives, it will also put the broadcasting industry on its merits. Radio has achieved new records in the immediate dissemination of news, the clarification of problems of world-wide and national interest through a free discussion, the awakening of the American people to the importance of conservation and similar campaigns and the presentation of entertainment.

In all these fields radio will be required to do a better job than ever before. Just as the invasion of Hitler's European stronghold will bring out the finest qualities of the American people, so this major military operation will demand the most skillful handling of radio's news-gathering facilities. And once the war is over, radio will find an important role in the ironing out of the tremendous problems of the post-war era. Throughout these periods, the Blue Network will stand ready to do its part as a servant of the American people.

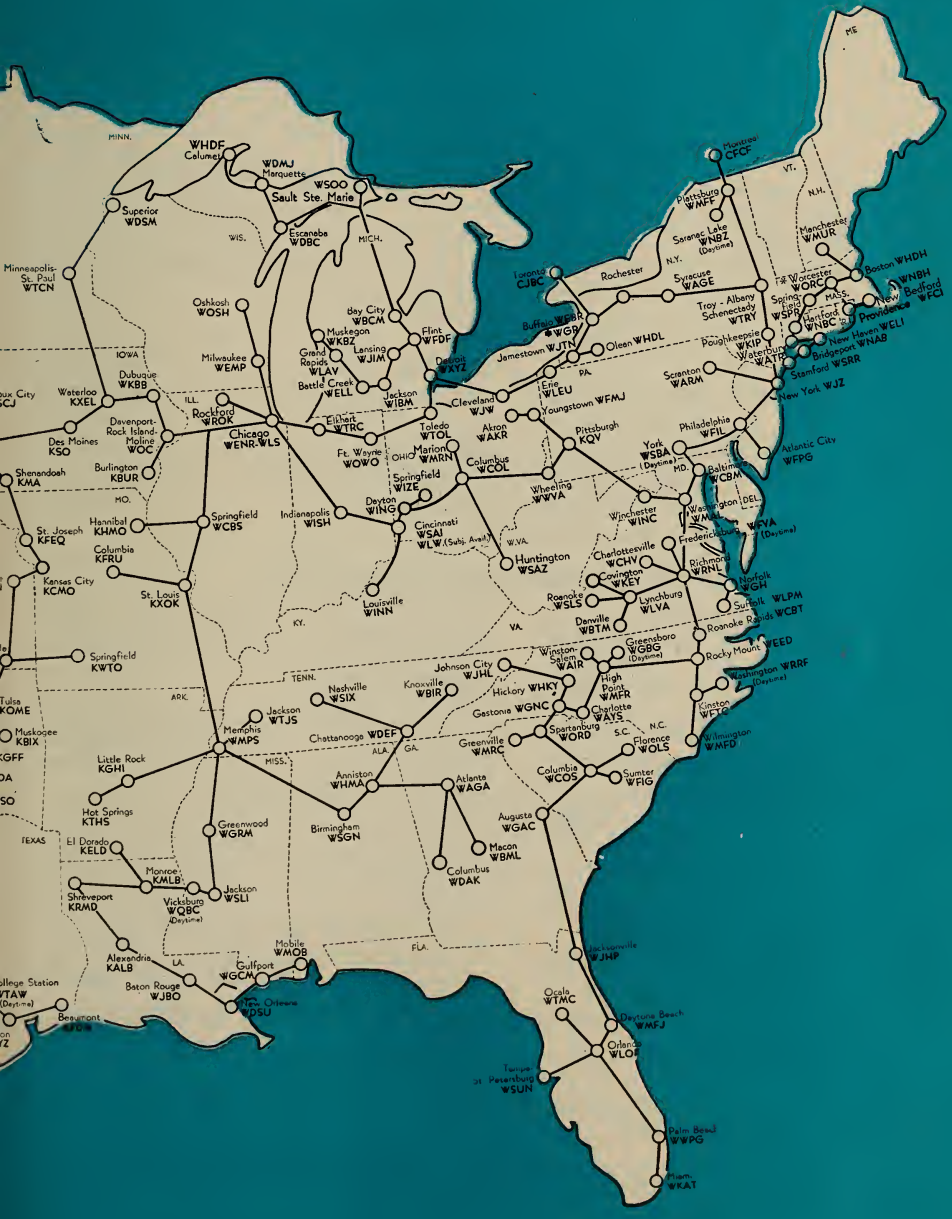
THE BLUE



NETWORK FACILITIES AS OF FEB. 15, 1944

*WGR, Buffalo, N. Y., replaces WEBR, June 1, 1944.

NETWORK


MINN.
WHDF Columet
WDMJ Marquette
WSOO Sault Ste. Marie
Superior WDSM
Escanaba WDBC
WIS.
MICH.
Minneapolis-St. Paul WTCN
Oshkosh WOSH
Bay City WBCM
Muskegon WKBZ
Flint WFDF
Grand Rapids WLAV
Lansing WJIM
Detroit WXYZ
Milwaukee WEMP
IOWA
Dubuque WKBB
Waterloo KXEL
Battle Creek WELL
Jackson WIBM
ILL.
Rockford WROK
Davenport-Rock Island-Moline WOC
Chicago WENR-WLS
Des Moines KSO
Elkhart WTRC
Ft. Wayne WOWO
OHIO
Toledo WTOL
Marion WARN
Cleveland WJW
Akron WAKR
Youngstown WFMJ
Pittsburgh KQV
Columbus WCOL
Springfield WIZE
Dayton WING
Shenandoah KMA
Burlington KBUR
MO.
Springfield WCBS
Indianapolis WISH
Cincinnati WSAI WLW (Subs. Avail.)
W.VA.
Huntington WSAZ
Wheeling WWVA
St. Joseph KFEQ
Hannibal KHMO
Columbia KFRU
Kansas City KCMO
St. Louis KXOK
Louisville WINN
KY.
Springfield KWTO
TENN.
ARK.
Nashville WSIX
Knoxville WBIR
Jackson WTJS
Memphis WMPS
Chattanooga WDEF
Little Rock KGHI
MISS.
ALA.
GA.
Hot Springs KTHS
Greenwood WGRM
Birmingham WSGN
Anniston WHMA
Atlanta WAGA
Augusta WGAC
Macon WBML
Columbus WDAK
El Dorado KELD
TEXAS
Monroe-KMLB
Shreveport KRMD
Vicksburg WQBC (Daytime)
Jackson WSLI
Alexandria KALB
LA.
Baton Rouge WJBO
Gulfport WGCM
Mobile WMOB
FLA.
New Orleans WDSU
Toronto CJBC
Rochester
Buffalo WBEN WGR
Jamestown WJTN
Oleen WHDL
Erie WLEU
Pittsburgh KQV
Wheeling WWVA
Winchester WINC
Charlottesville WCHV
Covington WKEY
Roanoke WSLS
Lynchburg WLVA
Danville WBTM
VA.
Winston-Salem WAIR
Johnson City WJHL
Hickory WHKY
Gastonia WGNC
Greenville WMRC
Spartanburg WORD
Greensboro WGBG (Daytime)
High Point WMFR
Charlotte WAYS
S.C.
N.C.
Florence WOLS
Columbia WCOS
Sumter WFIG
Jacksonville WJHP
Ocala WTMC
Daytona Beach WMFJ
Orlando WLOF
Tampa St. Petersburg WSUN
Palm Beach WPB
Miami WKAT
Plattsburg WMFE
Saranac Lake WNBZ (Daytime)
N.Y.
Syracuse WAGE
Troy-Albany Schenectady WTRY
Poughkeepsie WKIP
Waterbury WATR
Scranton WARM
Philadelphia WFIL
York WSBA (Daytime)
MD.
Baltimore WCBM
Washington WMAL
DEL.
Frederickburg WFVA (Daytime)
Richmond WRNL
Norfolk WGH
Suffolk WLPM
Roanoke Rapids WCBT
Rocky Mount WEED
Washington WRRF (Daytime)
Kinston WFTC
Wilmington WMFD
Pioneer CFCF
VT.
N.H.
Manchester WMUR
Boston WHDH
Worcester WORC
Springfield WSPR
Hartford WNBC
MASS.
New Bedford WFCI
Providence WNBH
New Haven WELI
Bridgeport WNAB
Stamford WSRR
New York WJZ
Atlantic City WFPG
ME

THE BLUE NETWORK



NETWORK FACILITIES
AS OF FEB 15 1940

BLUE NETWORK COMPANY, Inc.

R. C. A. Bldg., 30 Rockefeller Plaza
New York, N. Y.
(Telephone Number, CIrcle 7-5700)

BOARD OF DIRECTORS

Noble, Edward J., Chairman
Woods, Mark
Kobak, Edgar
Anderson, Earl E.
Priaulx, Nicholas C.
Wood, Franklin S.
Larsen, Roy E.
LaRocke, Chester J.
Harold Hough

Officers

Noble, Edward J.....Chairman
LaRocke, Chester J..Ch. of Executive Committee
Woods, Mark .....President
Kobak, Edgar.....Executive Vice-President
Borroff, E. R.....Vice-President
Carlin, Phillips .....Vice-President
Gilman, Don E.....Vice-President
Kiggins, Keith .....Vice-President
Priaulx, C. Nicholas.....Vice-President
Rynd, Charles E.....Treasurer
Hennig, Anthony M.....Assistant Treasurer
Nicol, Alexander D.....Controller
Swezey, Robert D.....Secretary

DEPARTMENTS AND DIVISIONS

Executive Offices

Noble, Edward J.....Chairman of the Board
Woods, Mark .....President
Kobak, Edgar.....Executive Vice-President
Priaulx, C. Nicholas
Vice-President in Charge of Finance

Continuity Acceptance Department

Kemble, Dorothy .....Editor
Hoffman, Gertrude.....Assistant Editor

Controller's Office

Nicol, Alexander D.....Controller

Engineering Department

Milne, George O.....Chief Engineer

Information Department

Olenslager, George .....Manager

Legal Department

Swezey, Robert D.....Counsel
Zorbaugh, Geraldine B.....Attorney

Office Management Department

Van Houten, D. B...Office & Personnel Manager

Program

Carlin, Phillips.....Vice-President
Barry, Charles C.....Eastern Program Manager
Bixler, James W.....Night Program Manager
Diaz, Raymond.....Supervisor of Announcers
Buchanan, Stuart.....Script Manager
Florsheim, Stanley
Manager Cooperative Program Division
Guy, Helen.....Business Manager
Johnsen, Grace M...Director Women's Programs
Johnstone, G. W.
Director News and Special Features
Knight, Ray.....Production Manager
Summers, Harrison B...Director of Public Service
Wamboldt, Melvin P.....Commercial Prog. Supv.
Whiteman, Paul.....Director of Music

National Spot Sales

Grabhorn, Murray B.....Manager
Dennis, Ralph.....Eastern Sales Manager

Network Sales Department

Jaeger, C. P.....National Sales Manager
Shaw, Donald S...Commercial Program Sales Mgr.
Buckham, D. R.....Eastern Sales Manager
Saudek, Robert..Assistant Eastern Sales Manager
Simmel, Ludwig W.....Sales Service Manager

Publicity Department

Mullin, Earl .....Manager
Cortada, Judith.....Trade News Editor
Donegan, Arthur B.....Assistant Manager

Research Department

Evans, Edward F.....Manager

Sales Promotion Department

Hauser, B. J.....Manager

Stations Department

Kiggins, Keith.....Vice-President
Norton, John H., Jr....Station Relations Manager
Dolan, Thomas J.....Traffic Manager

Treasurer's Department

Rynd, Charles .....Treasurer
Hennig, Anthony M.....Assistant Treasurer
Hede, Henry T., Jr.....Purchasing Agent

Station WJZ

McNeil, John H.....Manager
Chapin, Slocum.....Acting Sales Manager
Hade, John J.....Commercial Program Manager
Seiferth, Joseph M., Jr.....Audience Promotion
Ellsworth, Thomas B.....Promotion Research
Boone, Julian H.....Sales Promotion
Joachim, Maurice.....Script Manager

CENTRAL DIVISION—CHICAGO

Merchandise Mart

Phone, Delaware 1900

Borroff, E. R.....Vice-President in Charge
Berry, G. I..National Spot and Local Sales Manager
Douglass, L. E.....Program Business Manager
Edgley, L. J.....Script Manager
Ewing, Robert.....Sales Traffic
Horstman, E. C.....Engineering Manager
Huber, E. J.....Sales Promotion Manager
Ell, Henry.....Publicity Manager
Peterson, R. S....Auditor and Business Manager
Rouse, Gene .....Supervisor of Announcing
Schoenfeld, Merritt R....Network Sales Manager
Wetzel, M. S.....Public Service Manager
Stirton, J. L.....Program Manager
Vernon, G. A.....Research Manager
Wetzel, M. S.....Production Manager

WESTERN DIVISION—HOLLYWOOD

6285 Sunset Boulevard

Phone, Hillside 8231

Gilman, Don E.....Vice-President in Charge
Anderson, Clifford.....Program Traffic
Brown, Dorothy L...Continuity Acceptance Editor
Denechaud, R. G.....Engineering Manager
Gates, Paul .....Night Program Manager
Hudson, Russell .....Sales Service Manager
Lonner, Walter W.....Traffic Manager
Moore, Tracy .....Sales Manager
Moss, Robert .....Product Manager
Perrin, Victor H.....Chief Announcer
Robb, John C..Manager News and Special Features
Stedman, K. S.....Auditor
Samuel, Milton N.....Publicity Manager
Pedersen, Elmer D.
Sales Promotion and Merchandising Manager
Tyson, Leo B.....Program Manager

WESTERN DIVISION—SAN FRANCISCO

Taylor and O'Farrell Streets

Phone, Graystone 6565

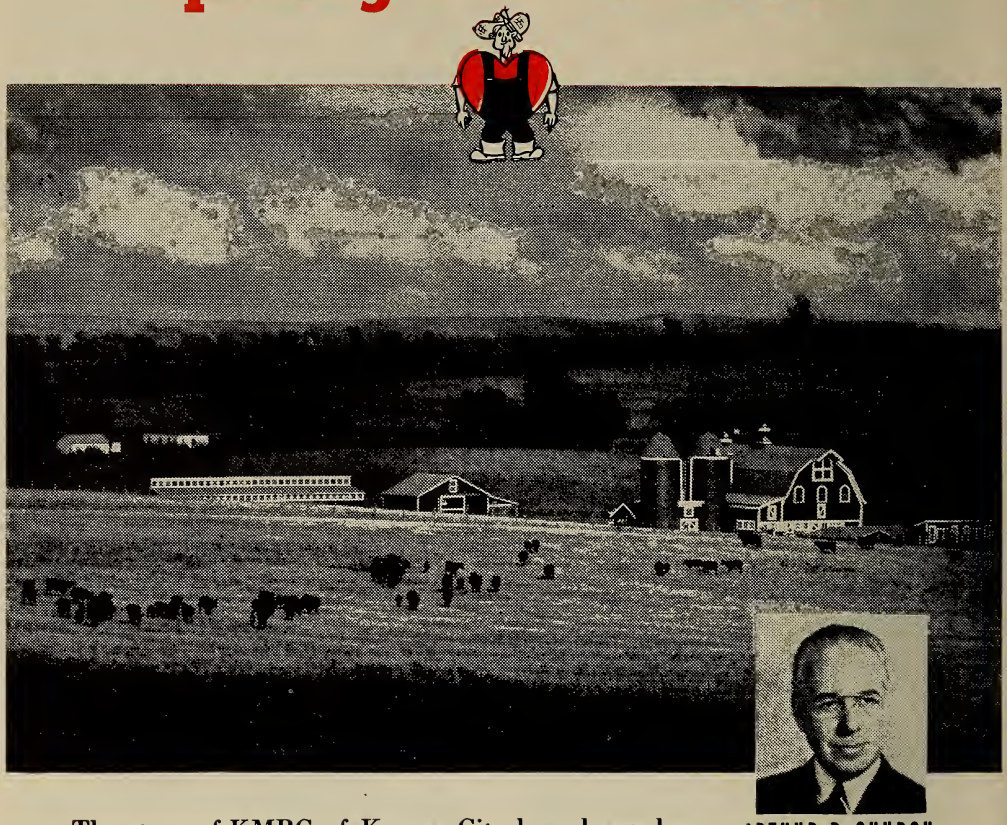
Searle, Don.....Manager
Dwan, Robert E.....Program Manager
Goddard, Elise.....Continuity Acceptance Editor
Palmer, T. B.....Engineering Manager
Wesson, Robert..Publicity and Promotion Manager
Peterson, Hilda T.....Auditor
Rhodes, Lester R.....Local Sales Manager
Robertson, Lawrence .....Production Manager

Stations Owned and/or Managed and/or Programmed by

The Blue Network Co., Inc.

WJZ, New York.....Owned, operated and represented by The Blue Network
WENR, Chicago.....Owned, operated and represented by The Blue Network
WMAL, Washington.....Owned by Evening Star Publishing Co.
Represented by The Blue Network
KGO, San Francisco.....Owned, operated and represented by The Blue Network

Opening New Horizons



ARTHUR B. CHURCH
President and founder of KMBC whose faith in the limitless potentialities of radio's service to the community has been shown again in the development of **KMBC Service Farms**—dedicated to the betterment of rural thousands in the "Heart of America."

The story of KMBC of Kansas City has always been one of utilizing to the fullest extent radio's inherent potentialities, thus opening New Horizons for listeners in the "Heart of America." The past year has seen another such New Horizon come into existence —improving even to a greater extent KMBC's extensive farm service to this region's 49% rural population. Thus was born this year *KMBC Service Farms*—fully equipped, pure-blooded livestock farms, putting into practical demonstration the teachings of Phil Evans, nationally known farm authority who directs KMBC's farm department. Again KMBC broadens its service to this community, in behalf of itself as a radio station and of broadcasting as an industry.

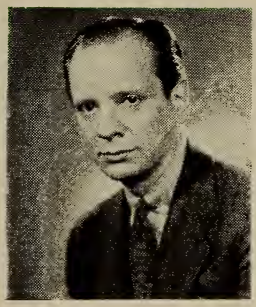
KMBC

OF KANSAS CITY

FREE & PETERS, INC.

SINCE 1928—THE BASIC CBS STATION FOR MISSOURI AND KANSAS

COLUMBIA BROADCASTING SYSTEM



PAUL W. KESTEN

AMERICAN radio in 1943 achieved an importance in the everyday life of the people of this country and of the peoples of the world which far surpasses its accomplishments in any other year of its brief history.

Radio brought the fighting front to the home front. It brought the Solomons and North Africa and Sicily and Attu to the farms and villages and towns and cities from which the heroes went to war.

And to these heroes in Guadalcanal and London and Iceland radio brought America.

Radio sold bonds—millions of dollars worth of bonds—and it recruited men and women for the different branches of the Armed Forces. Radio salvaged fats, explained the why and hows of rationing, encouraged farmers to produce—and told them how they could produce more and why they should.

Radio, more than ever in its history, brought messages from the people's chosen officials into the homes and hearts of the people—messages perhaps more important than any ever heard by the American people.

The Columbia Broadcasting System was privileged to take an important part in these mighty efforts.

The record of these 12 months shows that CBS devoted 17,718 broadcasts to some phase of the war, which filled 3,504 hours of air time. (Of this total, 1,715 hours were sustaining programs. Commercially-sponsored programs contributed 1,789 hours—approximately 45 per cent of total sponsored operating time on the network.)

Paley Overseas

In October, William S. Paley, CBS President, took leave from his network duties and went to the Mediterranean theater of war to fulfill a special assignment with the U. S. Army's Psychological Warfare Branch at General Eisenhower's headquarters.

Columbia's audiences heard during the past year a great variety of programs devised to cover practically every field of human interest.

Discount Plan

Effectiveness of the CBS Full Network Discount Plan, instituted a half year before, was conclusively demonstrated in 1943. For the listener, it meant that many topnotch programs were available to every radio set within broadcast range of a CBS station anywhere in the United States.

Of the 53 commercially sponsored programs heard his year on the full CBS continental network, 35 were the result of the discount plan. At least three other programs were slated to take advantage of the same offer at the start of '44.

Early in 1943 the Columbia Affiliates Advisory Board was formed. Under the plan, the country was divided into a number of districts corresponding roughly to the operational pattern of the network.

War Bond Sales

During the year 1943, our records indicate that CBS has been instrumental in selling over 136 millions in war bonds —through CBS stations to the listening audiences, to CBS personnel via payroll deductions and similar arrangements and through purchase by the Columbia roadcasting System itself.

CBS is utilizing at present the largest staff of foreign correspondents in its history to bring the people accurate, swift and first-hand reporting of the mighty struggle that is convulsing the world.

The CBS short wave listening post recorded about 50 million words of foreign short wave broadcasts in 1943 which were translated from as many as 15 languages.

To CBS during 1943 went an imposing number of awards and citations won by CBS programs, personnel and stations.

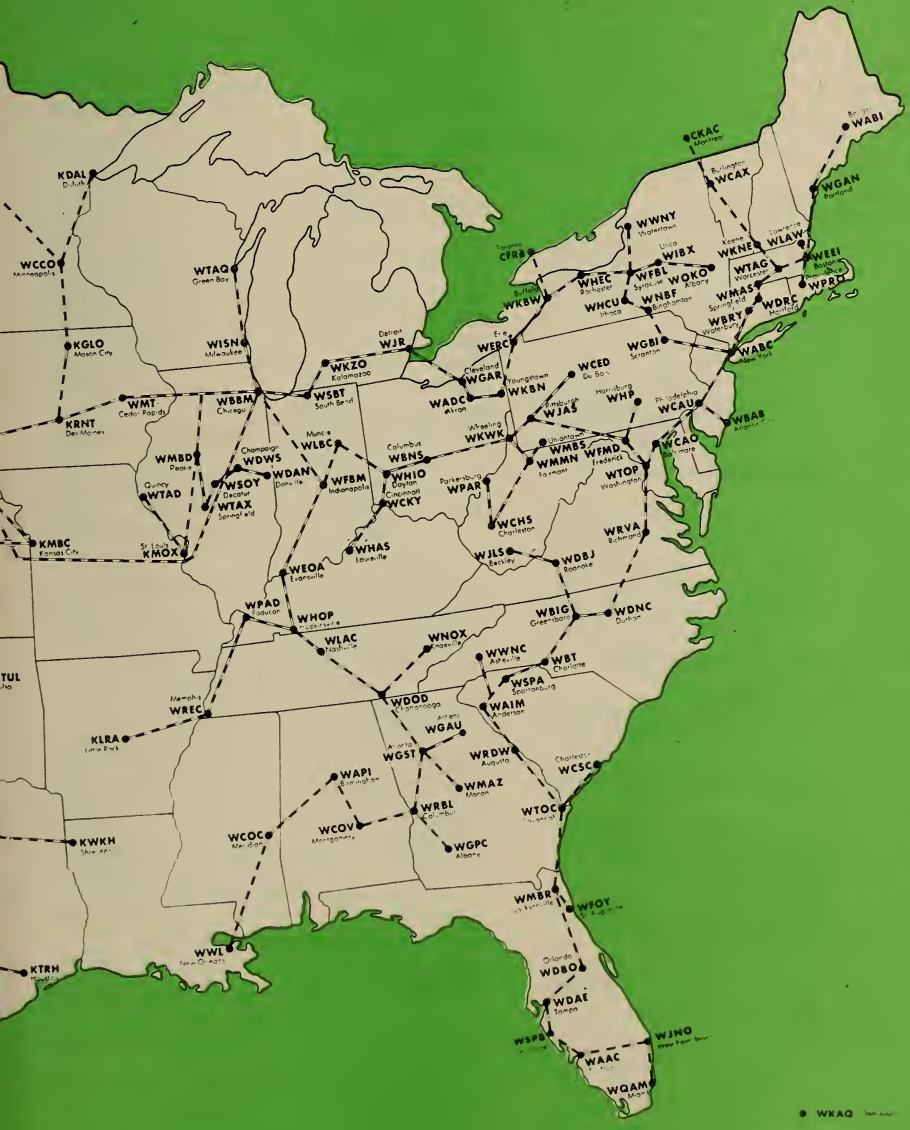
American radio has just passed through the most important year in its brief history. But when the accomplishments of 1944 are spread on the record, the achievements of 1943 may well seem pale in comparison.

COLUMBIA BROAD



NETWORK FACILITIES
AS OF FEB. 15, 1944

CASTING SYSTEM



COLUMBIA BROADCASTING SYSTEM



NETWORK FACILITIES
AS OF FEB. 15, 1944

COLUMBIA
Broadcasting System

485 Madison Avenue, New York City
(Telephone number, WIckersham 2-2000)

BOARD OF DIRECTORS

John J. Burns — J. A. W. Iglehart — Leon Levy — Dorsey Richardson
Prescott S. Bush — Paul W. Kesten — Samuel Paley — Mefford R. Runyon
Ralph F. Colin — Isaac D. Levy — William S. Paley — Herbert Bayard Swope

Officers

William S. Paley.....President and Director
Paul W. Kesten
Executive Vice-President & Director
Joseph H. Ream.....Vice-President & Secretary
Frank Stanton.....Vice-President
Frank K. White.....Vice-President & Treasurer
H. V. Akerberg
Vice-President in Charge of Station Relations
H. Leslie Atlass.....Vice-President, Chicago
Douglas Coulter
Vice-President in Charge of Programs
William C. Gittinger
Vice-President in Charge of Sales
Paul M. Hollister.....Vice-President in Charge of Advertising and Sales Promotion
D. W. Thornburgh...Vice-President, Los Angeles
Samuel R. Dean.....Assistant Treasurer
James M. Seward.....Assistant Secretary
Arthur S. Padgett.....General Auditor
William E. Forbes.....Executive Assistant

DEPARTMENTS AND DIVISIONS

Construction and Building Operations Department

G. Stanley McAllister,
Director of Construction and Building Operations
C. R. Jacobs.....Asst. Dir.
John R. Carey...Manager of Building Operations
James R. Stevens..Manager of Theatre Operations
Walter Weiler....Manager of Internal Security
Roland Young.....Manager of Construction

Editing and Copyright Department

Jan C. Schimek....Dir. of Editing and Copyright
Donald I. Ball.....Assistant Editor
Arthur Jersild,
Consultant on Children's Programs
W. Clark Harrington,
Assistant Manager of Copyright

General Engineering Department

Wm. B. Lodge....Acting Director of Engineering

Legal Department

Julius Brauner.....General Attorney
Howard L. Hausman.....Attorney

Sales Department

William C. Gittinger,
Vice-President in Charge of Sales
Leonard Erikson.....Network Sales Manager
William J. Fagan.....Administrative Manager
Allyn Jay Marsh.....Assistant Sales Manager
John J. Karol, Assistant Sales Manager and Market Research Counsel
Charles E. Midgely, Jr....Sales Service Manager
W. Donald Roberts,
Western Mgr., Chicago Office Network Sales
Arthur J. Kemp,
Manager, Detroit Office Network Sales, Fisher Bldg.

Personnel Department

Francis C. Barton, Jr.....Personnel Manager
Bennett W. Lowry.....Employment Manager

Program and Operations Departments

Douglas Coulter,
Vice-President in Charge of Programs
Davidson Taylor.....Asst. Director of Broadcasts
Wm. Fineshriber.....Acting Assistant Director
R. S. Langham.....Co-ordinator of Broadcasts
James M. Seward.....Director of Operations
I. S. Becker.....Assistant Director of Operations
R. R. Ray.....Assistant to Director of Operations

CASTING DIVISION

Larry Puck.....Talent Scout

EDUCATION DIVISION

Lyman Bryson.....Director of Education
Leon Levine.....Manager of Educational Staff

MUSIC DIVISION

James H. Fassett.....Director of Music Division
William H. Brennan,
Assistant Director in Charge of Serious Music
Wendell Adams.....In charge of Light Music
Lucile Singleton,
In charge of Vocalists, Auditions and Record Library

MUSIC LIBRARY

Julius Mattfeld.....Director of Music Library

NETWORK OPERATIONS

Horace Guillotte....Mgr. of Network Operations

NEWS & PUBLIC AFFAIRS DIVISION

Paul W. White,
Dir. of Public Affairs & News Broadcasts
Everett Holles.....Asst. Dir. of News Broadcasts
Henry Wefing.....Night News Editor
J. W. Gerber...Supervisor of Shortwave Listening
William J. Slocum, Jr.....Dir. of Special Events
Helen Sioussat.....Director of Talks

PROGRAM WRITING DIVISION

Robert J. Landry....Director of Program Writing
John Coborn Turner.....Script Editor
Elwood Hoffman.....Assoc. Script Editor

PROGRAM TYPING DIVISION

Harriet Hess.....Supervisor of Program Typing

SOUND EFFECTS DIVISION

Walter R. Pierson.....Mgr. of Sound Effects Div.
Max Uhlig.....Assistant Manager

Press Information

George Crandall...Director of Press Information
Arthur Perles.....Assistant Director
James Kane.....Assistant to the Director
Walter Seigal.....Manager Photographic Division
Anne Harding.....Manager of Service Division
Joan Lane.....Trade News Editor

Radio Sales

Representation of Columbia Owned Stations

J. Kelly Smith.....General Manager, Chicago
Howard S. Meighan...Mgr., East. Div., New York
Roger K. Huston.....Mgr., Central Div., Chicago
Ole G. Morby.....Representative, San Francisco
Royal E. Penny.....Representative, Charlotte
Carter Ringlep.....Representative, St. Louis
Meredith Pratt.....Representative, Los Angeles

Research Department

John K. Churchill.....Director of Research
Oscar Katz.....Assistant Director of Research

Reference Department

William C. Ackerman,
Director of CBS Reference Department
Stanford Mirkin,
Manager of Program Research Division
Agnes Law.....Librarian

Sales Promotion and Advertising Department

Paul M. Hollister.....Vice-President in Charge of Advertising and Sales Promotion
John Fox.....Manager of Production
Thomas D. Connolly...Dir. of Program Promotion
Louis Hausman.....Mgr. of Presentation Div.
Harry O'Brien.....Art Director
Dick Dorrance.....Director of Promotion Service for CBS Owned Stations

Shortwave Broadcasting and Latin American Affairs

Edmund Chester,
Dir. of Broadcasting to Foreign Countries
John Hundley..Acting Dir. of Shortwave Programs
Lawrence Hass..Dir. of Shortwave News Division
Terig Tucci.....Music Director and Arranger
Roberto Unanue,
Asst. Dir. of Latin American Relations
Margaret Kennedy, Manager of Press Information for Latin American Network

Station Relations Department

H. V. Akerberg,
Vice-President in Charge of Station Relations
Howard Lane.....Director of Station Relations
William A. Schudt, Jr.
Eastern Division Manager
Edwin Buckalew,
Western Division Manager, Los Angeles

Technical Operations

Henry Grossman..Network Operations Engineer
R. G. Thompson,
Eastern Division Operations Engineer

Television Department

Gilbert Seldes...Director of Television Programs
Dr. Peter Goldmark....Chief Television Engineer
Worthington Miner.....Manager of Television

Traffic Department

Hugh A. Cowham,
Commercial Engineer in Charge of Traffic
A. H. Peterson.....Traffic Manager

Treasury Department

Frank K. White.....Vice-President & Treasurer
Samuel R. Dean,
Assistant Treasurer & Comptroller
Arthur S. Padgett.....General Auditor
Norman duFrane.....Assistant General Auditor
W. J. Flynn.....Assistant Comptroller
L. C. Merrick.....Assistant Comptroller
Sophie Hinze.....Cashier
John E. Forsander.....Purchasing Agent
Albert H. Bryant,
Manager of Mail, File & Mimeograph Division

New York City

WABC and WABC-FM, 485 MADISON AVE.

Arthur Hull Hayes.....General Manager
George W. Allen.....Program Director
John Field, Jr.....Sales Manager
Henry Grossman.....Chief Engineer of WABC
Jules Dundes.....Sales Promotion Manager
J. E. Doyle.....Manager, Press Information

Chicago

WBBM and WBBM-FM
410 NO. MICHIGAN AVE.

H. Leslie Atlass, Vice Pres. in Charge of Central Div. and Gen. Mgr. of WBBM
J. L. Van Volkenburg.....Asst. Gen. Mgr.
Walter Preston.....Program Director
Urban Johnson.....Chief Sound Technician
J. J. Beloungy, Central Div. Operations Engineer & Chief Engineer of WBBM
J. V. McLoughlin,
Accountant, Office and Personnel Mgr.
James Crusinberry.....News Editor
King Park.....Sales Promotion Manager
Orville J. Neuwerth.....Asst. Program Director

Val W. Sherman, Asst. Program Director in Charge of Program Operations
Shepard Chartoc, Director of Press Information, Public Events & Education

Washington

WTOP, EARLE BLDG.

Earl H. Gammons, Director of Washington Office
Carl Burkland.....General Manager
William D. Murdock..Assistant General Manager
Martin D. Wickett.....Program Director
Clyde Hunt.....Chief Engineer
Harry R. Crow.....Supervisor of Accounting, Personnel & Purchasing
Robert S. Wood, Director of Public Events & Spec. Features
Howard Stanley....Director of Press Information & Sales Promotion

Minneapolis-St. Paul

WCCO, 625 SECOND AVE., S.

Austin E. Joscelyn.....General Manager
Alvin Sheehan.....Assistant General Manager
H. S. McCartney.....Chief Engineer
Mary Doherty.....Accountant
Sam H. Kaufman...Director of Press Information & Manager of Sales Promotion

St. Louis

KMOX, 401 SOUTH TWELFTH BLVD.

Merle S. Jones.....General Manager
Arthur Casey.....Assistant
Wendell B. Campbell 2nd, Nat. Sales Mgr. & Asst. Station Mgr.
Harry Harvey.....Chief Engineer
Jerry Hoekstra, Mgr. of Public Events & Spec. Features
Robert F. DeVoe, Supervisor of Accounting, Personnel & Office
William Zalken.....Director Press Information
Blaine Cornwell.....Program Director
David Mars....Dir. Sales Promotion & Advertising
C. G. Renier.....Director of Program Sales

Pacific Coast
Los Angeles Office

KNX, COLUMBIA SQUARE

D. W. Thornburgh...Vice-President in charge of Western Div. & Gen. Mgr. of KNX
Harry W. Witt.....Asst. Gen. Manager
Charles D. Ryder, Jr.....Mgr. of Accounting, Personnel & Purchasing
Lester Bowman, Western Division Operations Engineer & Chief Engineer of KNX
Clinton Jones.....News Editor
Hal Hudson.....Western Program Director
Lloyd Brownfield....Director of Press Information
Ralph W. Taylor.....Manager of Sales Promotion
Glanville T. Heisch....Assistant Program Director
Fox Case, Director of Special Features & Public Events
J. Archie Morton.....Sales Manager
Ben Paley.....Production Manager
Charles E. Morin, Eastern Sales Manager for Pacific Coast Network & KNX
George L. Moskovics, Pacific Network Sales Manager

SAN FRANCISCO OFFICE
PALACE HOTEL

Wayne Steffner.....Manager

Charlotte, N. C.

WBT, WILDER BLDG.

A. D. Willard, Jr.....General Manager
Royal E. Penny.....Sales Manager and Radio Sales Rep.
Chas. H. Crutchfield.....Program Director
William M. Parker....Director, Sales Promotion, Press Information, Merchandising
John S. Knell.....News Editor & Special Events
Edward J. DeGray.....Accounting and Personnel

Boston

WEEI, 182 TREMONT ST.

Harold E. Fellows.....General Manager
Kingsley Horton.....Asst. Mgr.-Dir. of Programs & Sales
Walter Stiles, Jr.....Director of Engineering, Sound & Transcriptions
John J. Murray.....Manager of Accounting, Personnel & Purchasing
Raymond G. Girardin.....Production Manager & Asst. Program Director
Marie Houlahan....Director of Press Information
Guy C. Cunningham..Director of Sales Promotion

Foreign Staff

Edward R. Murrow, Chief of European Staff, London; Larry Lesueur, London; Charles Collingwood, London; Bill Downs, London; Charles Shaw, London; Richard Hottelet, London; Winston Burdett, Algiers; Eric Sevareid, Algiers; Farnsworth Fowle, Italy; John Daly, Italy; George Moorad, Cairo; James Fleming, Moscow; Howard K. Smith, Berne; Glenn Stadler, Madrid; Albin Johnson, Stockholm; William J. Dunn, Australia; Webley Edwards, Honolulu; James Stewart, Chungking; Hugh I. Jencks, Argentina; John Adams, Rio de Janeiro; Charles Griffin, Santiago; Dan Lundberg, Mexico; Jack Fendell, Panama Canal Zone.

Stations Owned and Operated By

COLUMBIA BROADCASTING SYSTEM

WABC, New York
WBBM, Chicago
WBT, Charlotte, N. C.
WCCO, Minneapolis-St. Paul
WEEI, Boston
WTOP, Washington, D. C.
KMOX, St. Louis
KNX, Los Angeles

MUTUAL BROADCASTING SYSTEM



MILLER McCLINTOCK

THE year 1943 has closed with a compelling and valuable contribution by the entire radio industry in the furtherance of the war effort. America's increasing importance in the world conflagration placed in the hands of the radio networks the task of keeping the public alert, aware, informed.

The Mutual Broadcasting System, together with the other networks, accepted the challenge, and is proud to report its activities and progress during the past year, in behalf of the war effort.

1,468 programs, totalling 641 hours and 49 minutes of broadcast time, all in the interests of the war effort, were brought by Mutual to its audiences. These compilations are exclusive of regular sports news summaries and news commentaries, and regularly scheduled program features.

In co-operation with the War and Navy Departments, Mutual broadcast 305 Army programs and 298 Navy programs, including regularly weekly features, in which members of the armed forces participated. Other special Mutual features were produced with the co-operation and participation of the Treasury Department and various other Governmental and public agencies.

News Coverage

An important phase of radio's program to keep the public informed is a capable staff of reporters and commentators, both on the home front and abroad. Each week Mutual airs 76 individual news commentaries originating from the continental United States. This is supplemented by news features and analyses.

The Mutual network's expansion in sales and facilities in 1943 has made it possible to reach audiences of greater size, and has in turn resulted in an expansion of its personnel and administrative facilities.

1943 saw the affiliation of 15 more stations to the Mutual network, making a total of 211 affiliates in the U. S. and in addition outlets in Canada, Hawaii, and in Mexico through the 36 station Radio Mil chain.

The tie-up between Mutual and Radio Mil, in which the two networks have agreed to exchange programs, is indicative of the part radio will play in the development of relations with our Latin American neighbors.

Expansion

Another indication of Mutual's ever-growing importance in the field of business and radio advertising is the increase in sales; which are expected to exceed $14,000,000 for 1943—a gain over 1942 of more than 40 per cent.

In order to provide Mutual listeners with a high degree of program service, the co-operative Mutual network organized a Program Operating Board, composed of program heads of five key Mutual stations, who meet monthly to analyze and work out ideas for maintenance of a diversified schedule of broadcasts.

This attention to the development of an efficient programming service has resulted in a well rounded series of regular features, devoted to education and information, music, religion, varied entertainment, sports, and juvenile programs.

Recognizing that international radio will play an important part in the post-war world, Mutual in 1943 strengthened relationships with the United Nations by exchanging program features with the Canadian Broadcasting Corp., the British Broadcasting Corporation, the Republics of Brazil and Mexico, and the Territory of Hawaii.

The radio industry is daily becoming an integral part of American life and habits. Business has recognized it as one of the great motivating forces of existence, an important medium of advertising.

Just as it has been significant in the progress of the war, radio will be an important instrument in the post-war world of rehabilitation and reconstruction. Mutual Broadcasting System is now preparing and planning for the day.

MUTUAL BROAD



NETWORK FACILITIES
AS OF JAN. 1, 1944

CASTING SYSTEM



MUTUAL BROADCASTING SYSTEM


KRO EVERETT
KOL SEATTLE
KOY OLYMPIA
KBKO ABERDEEN
KMO TACOMA
KELA CENTRALIA
CHEHALIS
KWLK LONGVIEW
KIT YAKIMA
KFIO SPOKANE
KWAL WALLACE
KASI ASTORIA
KALE PORTLAND
KWIL ALBANY
KORE EUGENE
KRNR ROSEBURG
KOOS MARSHFIELD
KUIN GRANTS PASS
KFJI KLAMATH FALLS
KIEM EUREKA
KVCV REDDING
KHSL CHICO
KMYC MARYSVILLE
KFRC SAN FRANCISCO
KYOS MERCED
KFRE FRESNO
KDON MONTEREY
KVEC SAN LUIS OBISPO
KPMC BAKERSFIELD
KDB SANTA BARBARA
KFXM SAN BERNARDINO
KHJ LOS ANGELES
KVOE SANTA ANA
KGMB HONOLULU
Hawaiian Islands
KGB SAN DIEGO
KXO EL CENTRO
KHBC HILO
KLPM MINOT
BOLB DEVILS LAKE
KGCU BISMARCK-MANDAN
KSJB JAMESTOWN
KABR ABERDEEN
KWNU LOGAN
KLO OGDEN, SALT LAKE
KOVO PROVO
KEUB PRICE
KFKA GREELEY
KFEL DENVER
KFKJ GRAND JUNCTION
KSAL SALINA
KVGB GREAT BEND
KFBI WICHITA
KWOI BARTLETT
KOME TULSA
BFDA AMARILLO
KVWC VERNON
KBBC ABILENE
KBST BIG SPRING
KBWD FT. WORTH
KFJZ
KBLH MIDLAND
BROWNWOOD
WACO
KTEM TEMPLE
BGKL SAN ANGELO
KNOW AUSTIN
KABC SAN ANTONIO
KRIS CORPUS CHRISTI
KPAC PORT ARTHUR BEAUMONT
KTRH HOUSTON
WNOE NEW ORLEANS
WMOB MOBILE
KAND CORSICANA
KFRO LONGVIEW
KPLT PARIS
KCMC TEXARKANA
KOTN PINE BLUFF
KWFC HOT SPRINGS
KVOO TULSA
KTBI SIOUX CITY
KICD SPENCER
KVFD FT. DODGE
KDTH DUBUQUE
KWNO WINONA
WIBU POYNETTE MADISON
WCLO JANESVILLE
WMT CEDAR RAPIDS
KSO DES MOINES
KMA SHENANDOAH
WHB KCKN KANSAS CITY
KWK ST LOUIS
BWOS JEFFERSON CITY
KTTS SPRINGFIELD
WMBH JOPLIN
KFBI WICHITA
BFDA AMARILLO
KRLD DALLAS
WFAA
KTRH HOUSTON
KPRC HOUSTON
WOAI SAN ANTONIO
KABC SAN ANTONIO
EVDX HARGO-MOORHEAD
WDSM DULUTH-SUPERIOR
WATW ASHLAND
WJMS IRONWOOD
KGDE FERGUS FALLS
WSAU WAUSAU
WHBY APPLETON
WFHR WISCONSIN RAPIDS
WLOL MINN.-ST. PAUL
RWLM WILLMAR
KFIZ FOND DU LAC
WHBL SHEBOYGAN
WBJN RACINE
WLAV GRAND RAPIDS
WTCM TRAVERSE CITY
WHLS PORT HURON
CKLW DETROIT-WINDSOR
WJR DETROIT
WWJ DETROIT
WXYZ DETROIT
WGN CHICAGO
WBBM CHICAGO
WJJD CHICAGO
WCFL CHICAGO
WIND CHICAGO
WHBF ROCK IS. DAV.
WJBC BLOOMINGTON
WMBD PEORIA
WIBC INDIANAPOLIS
WOWO FT. WAYNE
WKBV RICHMOND
WSAM SAGINAW
WBCM BAY CITY
WJIM LANSING
WKZO KALAMAZOO
WOOD GRAND RAPIDS
WJBK DETROIT
WXYZ DETROIT
WWJ DETROIT
WJR DETROIT
CKLW WINDSOR
WKBZ MUSKEGON
WKNX SAGINAW
WJIM LANSING
WKZO KALAMAZOO
WOOD GRAND RAPIDS
WJBK DETROIT
WHLS PORT HURON
WNK CLEVELAND
WRRN WARREN
WTAM CLEVELAND
WGAR CLEVELAND
WJW CLEVELAND
WHKC COLUMBUS
WKBC CINCINNATI
WCMI ASHLAND-HUNTINGTON
WPAY PORTSMOUTH
WSTV STEUBENVILLE
WHBC CANTON
WJEO
WKBN YOUNGSTOWN
WFMJ YOUNGSTOWN
WTOL TOLEDO
WSPD TOLEDO
WBNS COLUMBUS
WLW CINCINNATI
WSAI CINCINNATI
WCKY CINCINNATI
WHIO DAYTON
WING DAYTON
WLBJ BOWLING GREEN
WSIX NASHVILLE
WLAP LEXINGTON
WAVE LOUISVILLE
WHAS LOUISVILLE
WKRC CINCINNATI
WSAI CINCINNATI
WCKY CINCINNATI
WHIO DAYTON
WING DAYTON
WJZM CLARKSVILLE
WBIR KNOXVILLE
WNOX KNOXVILLE
WSJS WINSTON-SALEM
WAIR WINSTON-SALEM
WSTP SALISBURY
WRAL RALEIGH
WAYS CHARLOTTE
WISE ASHEVILLE
WENC FAYETTEVILLE
WDNC DURHAM
WTIK DURHAM
WBIG GREENSBORO
WFMY GREENSBORO
WSJS WINSTON-SALEM
WAIR WINSTON-SALEM
WSTP SALISBURY
WRAL RALEIGH
WAYS CHARLOTTE
WISE ASHEVILLE
WENC FAYETTEVILLE
WDNC DURHAM
WTIK DURHAM
WBIG GREENSBORO
WFMY GREENSBORO
WJTN JAMESTOWN
WJAS PITTSBURGH
KDKA PITTSBURGH
WCAE PITTSBURGH
WWSW PITTSBURGH
WHJB GREENSBURG
WKBO HARRISB.
WGAL LANCASTER
WORK YORK
WSBA YORK
WJEJ
WSTV STEUBENVILLE
WHBC CANTON
WKBN YOUNGSTOWN
WFMJ YOUNGSTOWN
WTOL TOLEDO
WSPD TOLEDO
WBNS COLUMBUS
WLW CINCINNATI
WSAI CINCINNATI
WCKY CINCINNATI
WHIO DAYTON
WING DAYTON
WLBJ BOWLING GREEN
WSIX NASHVILLE
WLAP LEXINGTON
WAVE LOUISVILLE
WHAS LOUISVILLE
WKRC CINCINNATI
WSAI CINCINNATI
WCKY CINCINNATI
WHIO DAYTON
WING DAYTON
WJZM CLARKSVILLE
WBIR KNOXVILLE
WNOX KNOXVILLE

MUTUAL Broadcasting System

Administrative Office
441 N. Michigan Ave., Chicago, Ill. Zone 11
Phone, Superior 0100

New York Office
1440 Broadway, New York, N. Y. Zone 18
Phone, PEnnsylvania 6-9600

Officers

President.....Miller McClintock
Chairman of Board of Directors, Alfred J. McCosker
Chairman of Executive Committee W. E. Macfarlane
Executive Vice-President..Theodore C. Streibert
Executive Vice-President...Lewis Allen Weiss
Vice-President.....J. E. Campeau
Secretary-Treasurer.....E. M. Antrim
Controller.....Miles E. Lamphiear

New York Staff

Department Heads

Director of Sales Promotion and Research, Robert A. Schmid
Controller.....Miles E. Lamphiear
Office Service Manager.....Dale Brenner
Manager of Sales Service..George Chambers
Acting Director of Station Relations Charles W. Godwin
Director of Commercial Programming Allen de Castro
Assistant to the President and Personal Director.....Roberta Dufton
Sales Manager.....Edward W. Wood, Jr.
Director of Programming...Adolph J. Opfinger
Publicity Director.....Lester Gottlieb

Executive Committee

Miller McClintock.....MBS, New York
W. E. Macfarlane.....WGN, Chicago
Theodore C. Streibert.....WOR, New York
John Shepard, III.....Yankee Network
Lewis Allen Weiss Don Lee Broadcasting System
H. K. Carpenter.....WHK-WCLE, Cleveland

Chicago Staff

Western Sales Manager ..Adolph N. Hult
Traffic Manager.....Myrtle Goulet
Sales Service.....Carroll Marts

Directors

E. M. Antrim — Miller McClintock
Willet Brown — Alfred J. McCosker
Hope Barroll, Jr. — John Shepard III
H. K. Carpenter — Theodore C. Streibert
Leonard Kapner — Lewis Allen Weiss
W. E. Macfarlane — I. R. Lounsberry

Legal Staff

Louis G. Caldwell.....Washington, D. C.
George Haggard.....Chicago
Emanuel Dannett.....New York

Program Operating Board

Miller McClintock.....MBS, Chairman
Adolph Opfinger.....MBS, Vice-Chairman
C. M. Hunter.....WHK, Cleveland
Julius Seebach, Jr.....WOR, New York
Frank Schreiber.....WGN, Chicago
Linus Travers.....Yankee Network, Boston
Lewis A. Weiss.....Don Lee, Hollywood

Foreign Staff

London.....John Steele, Arthur Mann
North Africa.Seymour Korman, John Thompson
Cairo.....Leslie Nichols
Sydney, Australia.....Stanley Quinn
Staff of Christian Science Monitor

NATIONAL BROADCASTING COMPANY



NILES TRAMMELL

IT IS more than two years ago since the treacherous attack on Pearl Harbor stunned all peace-loving peoples and then, almost overnight, spurred them forward into the greatest concerted drive against oppressor nations the world has ever known. Today, with positive indications that the tide of war has turned in our favor, the radio industry cannot help but take pride in the knowledge that its broadcasters have kept pace with the nation in the intense energy with which its people have applied themselves to the war effort. Not only has radio itself initiated many productive moves to aid the drive against the common enemy but the industry as a whole has responded repeatedly when the Government has sought its support in special undertakings.

These contributions have taken varied forms. In the year 1943, for example, the National Broadcasting Company allotted more than 1,122 hours to programs promoting the war effort, a gain of more than 50 per cent over 1942. During the same period, the network carried 4,666 special announcements including 1,383 directed to the purchasers of War Bonds.

Since late in 1942, NBC's short wave outlets have been leased to the OWI, but in addition to this, NBC has continued to beam many special programs to the conquered countries of Europe to our service men abroad and to our neighbors in Latin America. During a trip to the Italian fronts last Fall, I saw at first hand how much these programs from home mean to our soldiers and how important it is that we not only continue to provide them but to send more and still more of them.

Home Front Activity

On the home front, the National Broadcasting Company has maintained its preeminent position as "the network most people listen to most." Invariably the results of responsible polls and surveys have placed NBC programs and artists in top positions. For example, in the RADIO DAILY poll of 1943, NBC took the first six places among the Best Commercial shows on the air and seven out of the first ten in the Best Entertainers classification; the Cleveland Plain Dealer's survey of newspaper readers in its area gave NBC seven out of the first ten places in the "Favorite Program" category, and the Fame-Motion Picture Daily poll revealed that the first two choices in eight classifications were NBC personalities or programs.

In allotting approximately 15 per cent of its broadcasting time to news reports and special events, which was being done at the year's end, it is obvious that the National Broadcasting Company is meeting the desires of American listeners for full coverage of the battle fronts.

As the year closed, NBC's staff of news reporters numbered 37, the largest staff in the network's history. Many of these reporters have insisted upon sharing front line dangers with our troops. NBC newsmen were in the first wave of allied fighting men at Oran, Sicily and at the bloody beach-head of Salerno.

Tele-FM Developments

And, while carrying on these activities, NBC has not neglected the future. Both television and frequency modulation (FM) have been receiving the expert attention of our engineers and program staff. These new services, I am convinced, will play an important part in extending the post-war influence of radio on the life of the nation.

In November, NBC installed the first television receivers in hospitals near New York where wounded servicemen are convalescing. And then, to provide acceptable entertainment for these veterans, NBC commenced the telecasting of special sports events from Madison Square Garden. To date, Station WNBT has transmitted scenes from the Rodeo, the Ice Follies, basketball games and boxing.

If American radio is permitted to continue under the proved principles of free competitive enterprise, programs will improve, facilities will be extended and the nation as a whole will gain through the continuation of the finest broadcasting that talented writers, producers, artists and engineers can provide.

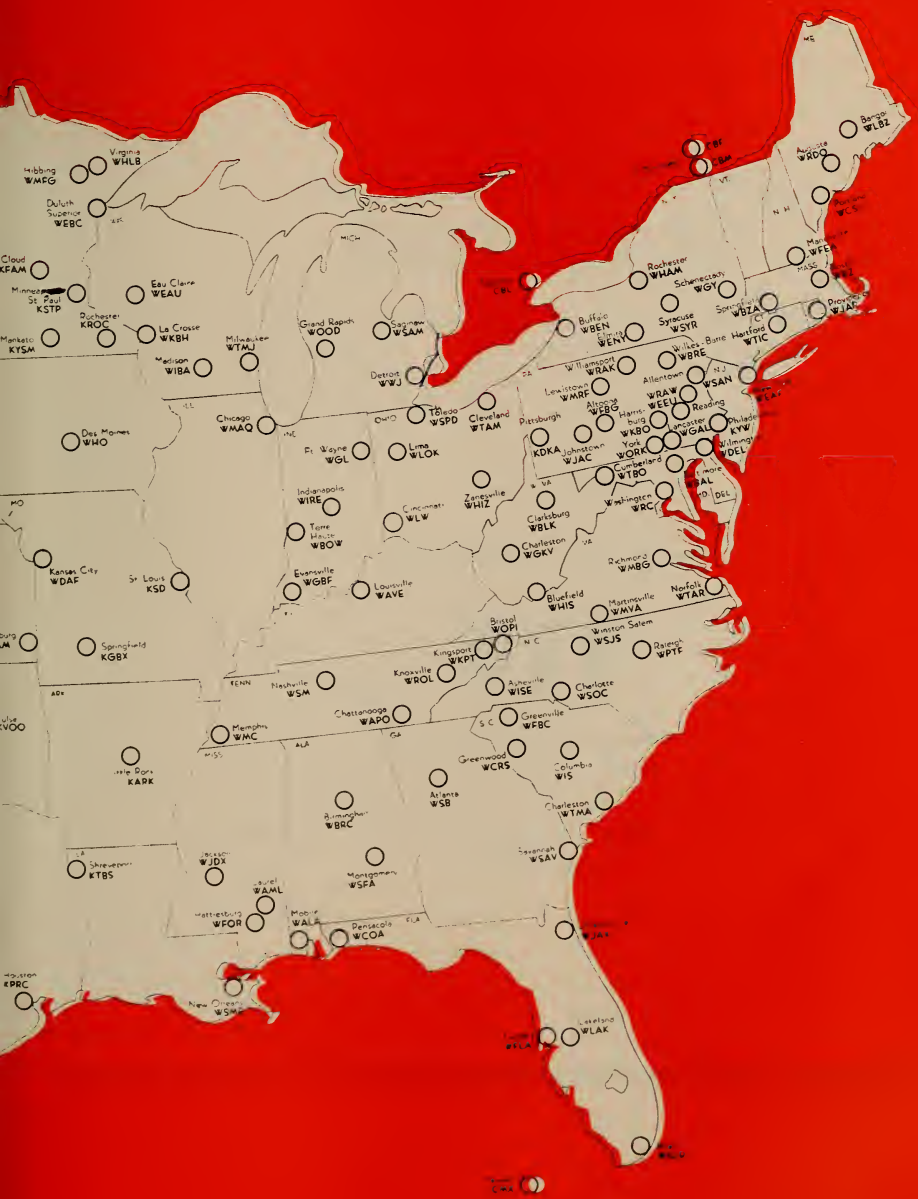
NATIONAL BROAD



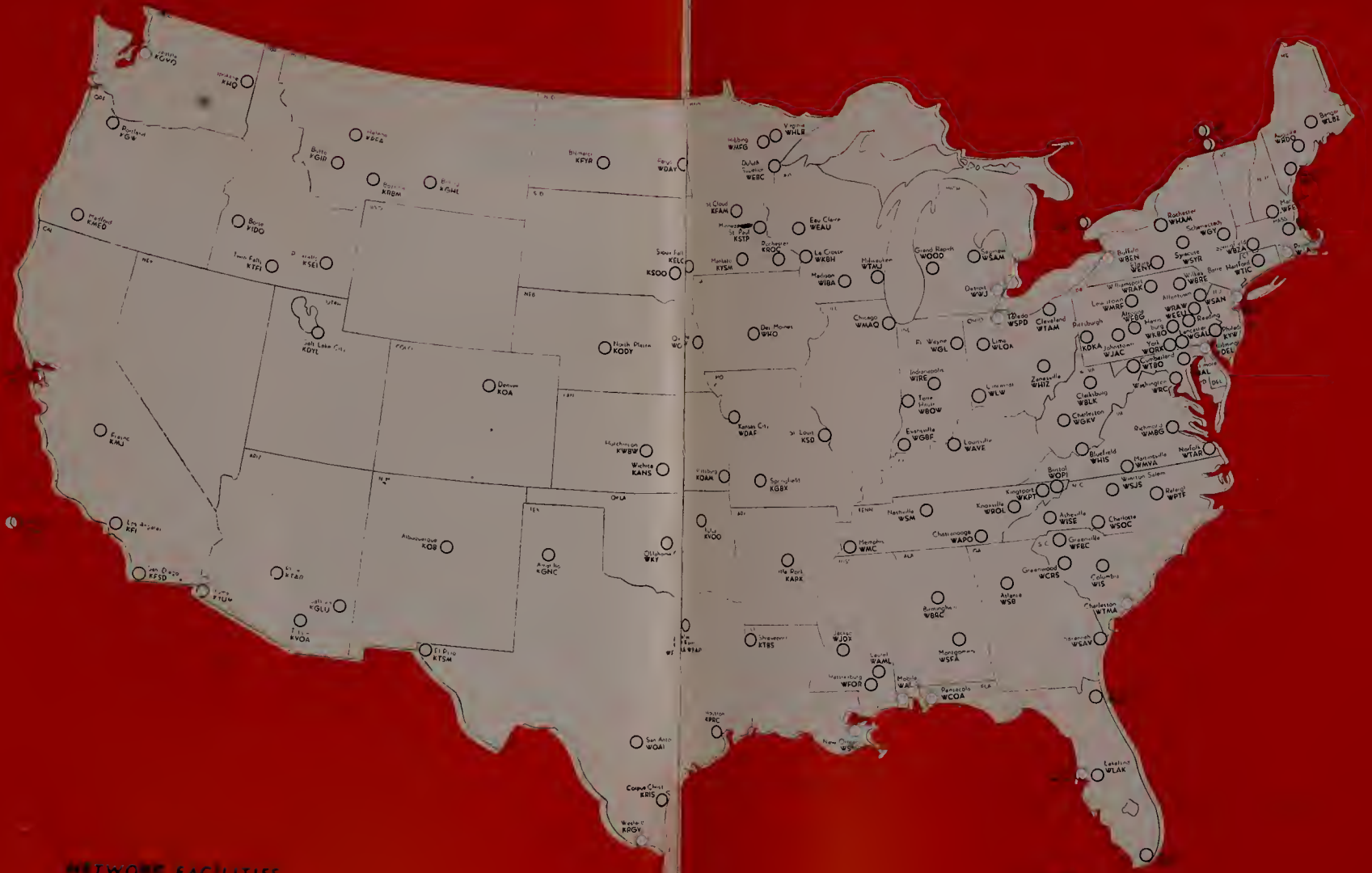
NETWORK FACILITIES
AS OF JAN. 1, 1944

KYCA, Prescott, Arizona and KWJB, Globe, Arizona added March 1, 1944.

CASTING COMPANY



NATIONAL BROADCASTING COMPANY



NETWORK FACILITIES
AS OF JAN. 1, 1944

More advertisers spend more money to sell more merchandise to more people on WLW than on any other radio station in the world.

WLW

DIVISION OF THE CROSLEY CORPORATION

The Nation's Most Merchandise-able Station

NATIONAL
Broadcasting Company

30 Rockefeller Plaza 20, New York City
(Telephone number, CIrcle 7-8300)

Registered Telegraphic Address
NATBROCAST NEW YORK

BOARD OF DIRECTORS

Angell, James Rowland
Braun, Arthur E.
Cutler, Bertram
Dawes, Charles G.
Dunn, Gano
Harbord, James G.
Harden, Edward W.
McGrady, Edward F.
Millhauser, DeWitt
Mullen, Frank E.
Nally, Edward J.
Sarnoff, David
Trammell, Niles

ADVISORY COUNCIL

Young, Owen D., Chairman

Angell, James R.
Belmont, Mrs. August
Coffin, Henry Sloan
Compton, Karl
Comstock, Ada
Damrosch, Walter
Davis, John W.
Farrell, Francis D.
Green, William
Harbord, James G.
Sarnoff, David
Smith, Alfred E.

Officers

Sarnoff, David .....Chairman of the Board
Trammell, Niles .....President
Mullen, Frank E., Vice-President & General Manager
Ashby, A. L...Vice-President & General Counsel
Egner, C. Lloyd.....Vice-President
Hanson, O. B.....Vice-President
Hedges, William S.....Vice-President
Kopf, Harry C.....Vice-President
Mason, Frank E.....Vice-President
Menser, Clarence E.....Vice-President
Royal, John F.....Vice-President
Russell, Frank M.....Vice-President
Strotz, Sidney N.....Vice-President
Witmer, Roy C.....Vice-President
MacDonald, John H., Vice-President and Assistant Secretary
Teichner, R. J.....Treasurer
MacConnach, Lewis .....Secretary
Pfautz, C. E.....Assistant Secretary

DEPARTMENTS AND DIVISIONS

Executive Offices

Trammell, Niles.....President
Mullen, Frank E.
Vice-President & General Manager
Almonte, J. deJara.....Assistant to President
Angell, James Rowland..Public Service Counselor
MacDonald, John H.
Vice-President and Assistant Secretary
Morgan, Clayland T.....Assistant to President
Myers, J. Robert.....Budget Officer

Advertising & Promotion Department

Hammond, Charles P.....Director
Bisson Harold E..Manager, Promotion Production
Ecclesine, Joseph...Manager Network Promotion
Rumple, Barry T.....Manager, Research Division
Gaines, James M..Assistant Director of Promotion
Myles, Marion W.....Creative Assistant
Forrest, Arthur L.
Manager Public Service Promotion
De Salisbury, Edward..Manager WEAF Promotion
Cusack, Parmelee.....Art Director

Continuity Acceptance Department

Mason, Joseph .....Manager

Controller's Department

McKeon, Harry F.....Controller
Kelly, Harold M.....Assistant Controller
McGeachie, Hugh R.....Assistant Controller

Engineering Department

Hanson, O. B...Vice-President and Chief Engineer
Clarke, William A.,
Manager of Technical Services
Guy, R. F.....Radio Facilities Engineer
McElrath, George.....Operating Engineer
Rackey, C. A...Audio & Video Facilities Engineer
Shelby, R. E.....Development Engineer
Wankel, F. A.....Eastern Division Engineer

General Service Department

Lowell, Edward M.....Director
Thompson, W. R.....Assistant to Director
Monahan, George, Manager of Protection Division

Guest Relations Department

Herrick, Dwight.....Acting Manager
Petersen, Victor.....Assistant Manager
Walker, Albert.....Assistant Manager
Wahlstrom, John....Acting Executive Asst. Mgr.

Information Department

Dale, Albert E.....Director of Information
Kuhn. Irene.....Assistant Director
Barnard, Anita
Manager of Correspondence Division

International Relations-Television-New Developments

Royal, John F.....Vice-President In Charge

International Shortwave Department

Bate, Fred.....Manager

Television Department

Williams, John T.....Manager

Legal Department

Ashby, A. L...Vice-President & General Counsel
King, John P.....Attorney
Ladner, Henry.....Asst. Gen. Counsel
McCrossin, Edward J.....Attorney-Chicago
McDonald, Jos. A.....Asst. Gen. Counsel
Oliphant, S. R.....Attorney
Tatum, Donn B.....Attorney-Hollywood
Wright, Gordon, Zachry, Parlin & Cahill
New York & Washington Counsel

National Spot Sales Dept.

McConnell, James V.....Manager
Tilenius, William O.....Assistant Manager
Roux, Willan C.....Assistant Manager

News & Special Events Dept.

Brooks, William.....Director
Mack, Lathrop
Asst. Mgr. in Charge of Special Events
McCall, Francis.....Manager of Operations
Schneider, Adolph..Asst. Mgr. in Charge of News

Personnel Department

de la Ossa, Ernest.....Personnel Director

Press Department

McKay, John.....Manager
Eiges, Sydney H.....Assistant Manager

Program Department

Menser, Clarence L.....Vice-President in charge
Campbell, Ralph P...Administrative Asst. to V.-P.
Almonte, J. de Jara.....Night Program Manager
Belviso, Thomas H.....Manager, Music Library
Black, Frank.....General Music Director
Brainard, Bertha.....Assistant to Vice-President
Chotzinoff, Samuel...Manager of Music Division
Damrosch, Walter.....Music Counsellor
Kelly, Patrick J.....Mgr. of Announcers
Knopfke, Frederick G....Sound Effects Manager
Shervey, Helen.....Booking Office & Bus. Mgr.
Stern, William.....Director of Sports
McDonagh, Richard....Acting Manager of Script
Wright, Wynn.....Eastern Program Manager
Kelly, N. Ray.....Manager, Production Division

Public Service Department

Angell, James Rowland..Public Service Counselor
Miller, William Burke.....Manager
Cuthbert, Margaret
Director of Women's & Children's Programs
Fisher, Sterling.....Asst. Pub. Serv. Counselor
Jordan, Max....Director of Religious Broadcasts
Wagner, Jane
Director, War Activities for Women
Corwith, Doris.....Assistant to Counselor

Radio Recording Department

Egner, C. Lloyd.....Vice-President in Charge
Friedheim, Robert W.....Eastern Sales Manager
Hayes, Henry.....Asst. to V.-P.
Parsons, Willis B.
Assistant Eastern Sales Manager

Sales Department

Witmer, Roy C.....Vice-President In Charge
Frey, George H.....Sales Service Manager
Greene, F. Melville.....Sales Traffic Manager
Hitz, Edward R.,
Assistant to the Vice-President in Charge
Showerman, I. E.....Eastern Sales Manager

Stations Departments

Hedges, William S..V-P in Charge of Stations
Woolley, Easton C.....Asst. to Vice-President
in charge of Stations
Hickox, Sheldon B., Jr..Mgr. of Station Relations
Mathew, Steere.....Asst. Mgr., Traffic Dept.
Woodman, Harry A.....Mgr., Traffic Dept.

Facilities Development & Research

Merryman, Philip I.....Director

Operated Stations

Station Managers

CLEVELAND, OHIO
Pribble, Vernon H., Manager, Station WTAM
DENVER, COLO.
MacPherson, James R., Manager, Station KOA
WASHINGTON, D. C.
Smith, Carleton D., Manager, Station WRC
SAN FRANCISCO, CALIF.
Elwood, John W.....Manager, Station KPO

Treasurer's Department

Teichner, R. J.....Treasurer
Bloxham, William D.....Purchasing Agent
Terwilliger, C. C....Mgr., Credit & Collections
Williams, William A.....Assistant Treasurer

Central Division—Chicago

Merchandise Mart
Postal District, Chicago 54.
Phone: Superior 8300

Kopf, H. C.....Vice-President and Manager
Carlson, Emmons C.
Sales Promotion & Advertising Manager
Chizzini, Frank.....Manager of Radio Recording
Livezey, Henry D..Manager of Guest Relations
Ray, William B.....Mgr. News & Special Events
Danielson, Eric.....Program Traffic Supervisor
Guilbert, Robert M.
Editor Continuity Acceptance Department
Herbuveaux, Jules.....Program Manager
Jacobson, Frederick Arthur..Production Manager
Kaney, A. W.
Manager Stations Relations Department
Luttgens, Howard C....Central Division Engineer
McCluer, Paul.....Network Sales Manager
McCrossin, Edward J.....Attorney
Morton, Oliver
National Spot & Local Sales Manager
Murphy, William J.....Script Editor
Ryan, Jack.....Manager of Press Relations
Shield, Roy.....Music Director
Waller, Judith C...Director, Public Service Dept.
Whalley, John F.....Auditor and Office Mgr.

Western Division—Hollywood

Sunset Blvd. & Vine St.
Postal District, 28
Phone: Hollywood 6161

Strotz, Sidney N.....Vice-President in Charge
Berend, Frank.....Sales Manager
Bock, Harold.....Manager, Press Dept.
Dellett, F. V.....Auditor
Ford, Frank.....Sales Promotion Manager
Frost, Lewis.....Assistant to Vice-President
Gale, Paul .....Traffic Supervisor
Tatum, Donn B.....Attorney
Pierce, Jennings
Dir. of Public Service & Station Relations
Davison, Walter, Acting Mgr. of Recording Division
Saxton, A. H.....Western Division Engineer
Seltzer, Fred C., Jr..Manager, National Spot Sales
Swallow, John.....Program Manager
Wiley, Howard.....Production Manager
Williams, Wendell
Manger, Continuity Acceptance Dept.

San Francisco

Elwood, John.....Manager, KPO

Washington, D. C.

Trans-Lux Bldg.
Phone: Republic 4000

Russell, Frank M.....Vice-President
Coldenstroth, R. G.....Auditor
Cooper, Donald H....Acting Engineer in Charge
Glasscook, Mahlon.....Sales Manager
McAndrew, Wm. R.
Acting Dir. News & Special Events
Wheeler, George.....Assistant Manager
Smith, Carleton D.....Manager

Foreign Representatives

Archinard, Paul .....Switzerland
Richardson, Stanley .....England

Stations Owned and Operated by the

NATIONAL BROADCASTING COMPANY

WEAF	New York	Owned and operated by NBC
WMAQ	Chicago	Owned and operated by NBC
WRC	Washington	Owned and operated by NBC
WTAM	Cleveland	Owned and operated by NBC
KPO	San Francisco	Owned and operated by NBC
KOA	Denver	Owned and operated by NBC

KEYSTONE Broadcasting System

Headquarters

580 Fifth Avenue
New York, N. Y.
Phone, LOngacre 3-2221

Officers & Directors

President .....Michael M. Sillerman
Vice-President .....Arthur Wolf
Vice-President .....William Wolf
Secretary-Treasurer .....Sidney J. Wolf

Offices

New York

580 Fifth Avenue
Phone, LOngacre 3-2221

President .....Michael M. Sillerman
Director of Station Relations....Mort Adams
Sales & Promotion Consultant.....Alvin Austin
Continuity .....Wilva Davis
Office Manager.....R. Seale
Account Executive .....Albert F. Dykes
Account Executive .....Noel Rhys

Chicago

134 North La Salle St.
Chicago, Ill.
Phone, State 4590

Secretary-Treasurer.....Sidney J. Wolf
Accountant-Statistician...Elizabeth M. Mueller
Sales Manager .....Naylor Rogers

Hollywood

6331 Hollywood Blvd.
Phone, HEmpstead 0460

Program Director.....Sylvia Young
Continuity .....Dean Owen

Keystone Broadcasting System is a transcription network principally covering secondary markets from coast to coast. Its affiliated stations are joined together in a national system by means of transcriptions, eliminating wire charges. At time of going to press, the network included 200 affiliated stations. The Network supplies its stations with 84 fully scripted sustaining shows per week filling 4 hours per day, seven days each week, to a total of twenty-eight hours per week.

This is the only national, full-sized network in the United States offering national radio advertisers the opportunity to cover the secondary markets intensively by means of electrical transcription in a single transaction.

The System offers its facilities in blocks of time from one hour down to fifteen minute periods, and also makes available spot periods of five minutes duration down to twenty-five word "chain breaks."

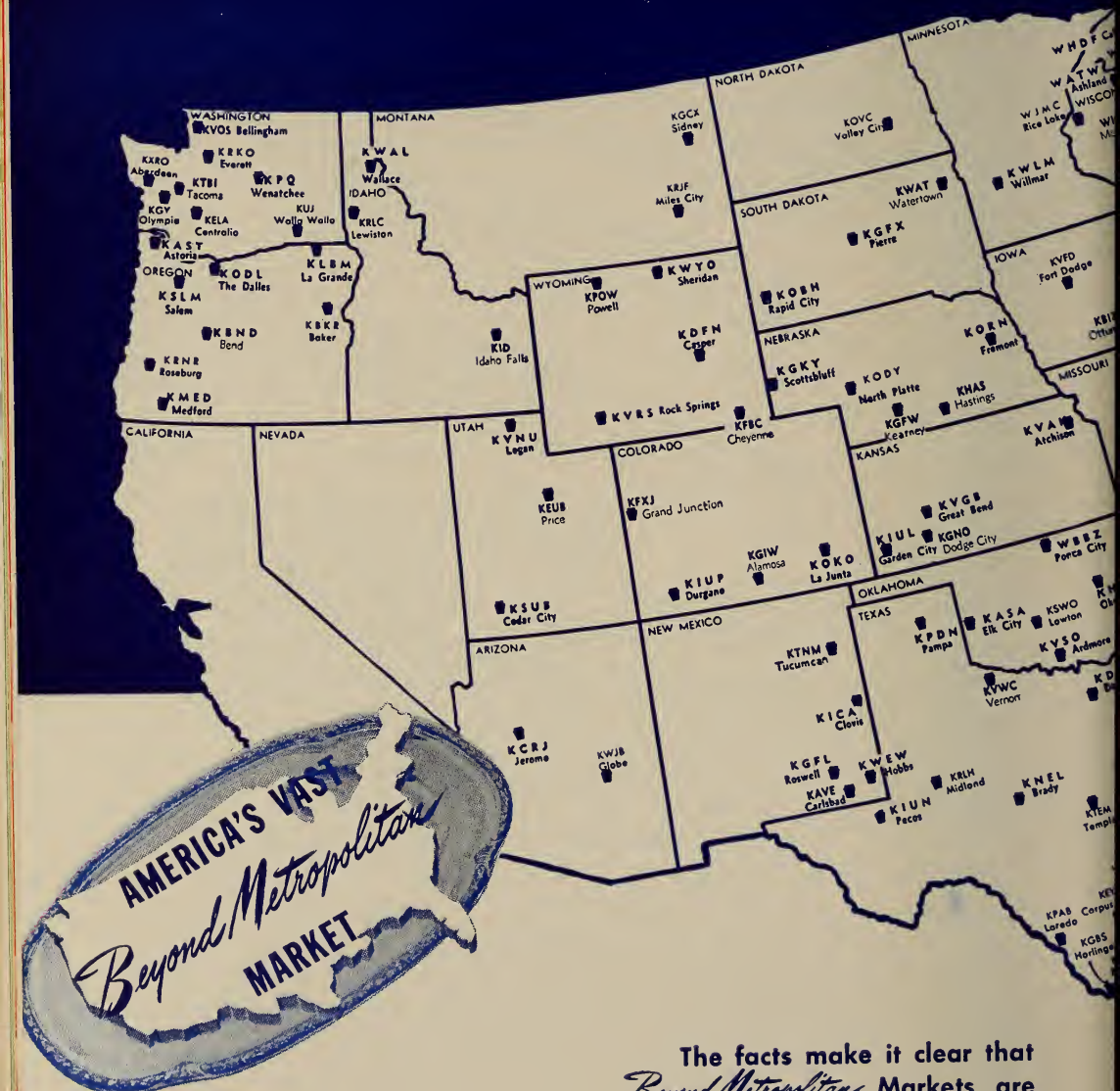
KEYSTONE brings you



SILVER PLATTER BY CARTIER

on a Silver Platter

THIS IS *Beyond Metropolitan**



The facts make it clear that *Beyond Metropolitan* Markets are *essential* for thorough national coverage.

THIS IS THE KEYSTONE

MERICA



***The vital small-town and rich rural areas which receive either no coverage at all, or no dependable coverage, from major wired networks or metropolitan stations.**

These choice markets encompass *one third of the nation.* They are composed of cities and towns having 50,000 population and under. Cities and towns of this size account for

49% of total U. S. Retail Sales
53% of total U. S. Food Sales
47% of total U. S. Drug Sales

(Source: U. S. Dep't. of Commerce)

The prosperity of *Beyond Metropolitan* America is at an all-time high. It stems from *permanent* developments—construction; airports; increases in housing, population, stores; agrarian plants; hospitals—which will continue in post-war years.

The 200 affiliated KBS stations—linked by transcription—penetrate and dominate these lucrative *Beyond Metropolitan* Markets. They supplement major wired broadcast chains, supplying missing links, strengthening weak links. KEYSTONE is the ONLY network covering *Beyond Metropolitan* America EXCLUSIVELY!

ROADCASTING SYSTEM

THIS IS *Beyond Metropolitan** AMERICA

*The vital small-town and rich rural areas which receive either no coverage at all, or no dependable coverage, from major wired networks or metropolitan stations.



The facts make it clear that *Beyond Metropolitan* Markets are essential for thorough national coverage.

These choice markets encompass *one third of the nation*. They are composed of cities and towns having 50,000 population and under. Cities and towns of this size account for

49% of total U. S. Retail Sales
53% of total U. S. Food Sales
47% of total U. S. Drug Sales

(Source: U. S. Dep't. of Commerce)

The prosperity of *Beyond Metropolitan* America is at an all-time high. It stems from *permanent* developments—construction; airports; increases in housing, population, stores; agrarian plants; hospitals—which will continue in post-war years.

The 200 affiliated KBS stations—linked by transcription—penetrate and dominate these lucrative *Beyond Metropolitan* Markets. They supplement major wired broadcast chains, supplying missing links, strengthening weak links. KEYSTONE is the ONLY network covering *Beyond Metropolitan* America EXCLUSIVELY!

THIS IS THE KEYSTONE BROADCASTING SYSTEM

Help Yourself to



. . . at mass market per capita cost!

The entire *Beyond Metropolitan* land of plenty is delivered to you by Keystone, at a cost per capita and per thousand radio homes as little as, and often less than, the cost in metropolitan markets. Group buying does it!

STREAMLINED . . .

200 stations handled in one transaction!

ONE time order
ONE time clearance
ONE schedule
ONE mechanics operation
ONE source for affidavits
ONE invoice

Each year, more and more national advertisers are using KBS with great success. Join them! Capture *Beyond Metropolitan* America through Keystone.

KEYSTONE BROADCASTING SYSTEM, INC.

134 No. LaSalle Street
Chicago 2, Illinois
Tel: STate 4590

580 Fifth Avenue
New York 19, New York
Tel: LOngacre 3-2221

6331 Hollywood Boulevard
Hollywood 28, California
Tel: HEmpstead 0460

REGIONAL NETWORKS

The American Network

60 East 42nd St., New York, N. Y.
Phone MUrray Hill 2-7947

PERSONNEL

President.....John Shepard, 3rd
Executive Vice-President.....Wm. B. Lewis
Treasurer.....Walter J. Damm
Secretary..... Robert Ide

This network consists of FM stations

★

Arizona Broadcasting Co.

(ABC Network)
711 Heard Bldg., Phoenix, Ariz.
Phone 4-4161

PERSONNEL

President.....R. B. Williams
Manager .....Dick Lewis
Commercial Manager.....Dick Heath
Promotion Manager.....K. M. Pennington

STATIONS

KTAR; Phoenix; KVOA, Tucson; KYUM, Yuma; KGLU, Safford; KCRJ, Jerome; KWJB, Globe KYCA, Prescott.

BRANCH OFFICE

48 East Broadway, Tucson, Ariz.
Phone 3703

Executive In Charge.....R. B. Williams

NATIONAL REPRESENTATIVE

Paul H. Raymer Company

★

The Arizona Network

836 N. Central Ave., Phoenix, Ariz.
Phone: 4-4144

PERSONNEL

Business Manager.....Albert D. Johnson
Program Director.....J. R. Williams
Commercial Manager.....John L. Hogg
Chief Engineer.....F. A. Higgins
KTUC Manager.....Lee Little
KSUN Manager.....Carleton Morris

STATIONS

KOY, Phoenix; KTUC, Tucson; KSUN, Bisbee-Douglas.

NATIONAL REPRESENTATIVE

John Blair & Company

Arrowhead Network

WEBC Bldg., Duluth, Minn.

PERSONNEL

General Manager.....W. C. Bridges
Director of Operations....H. E. Westmoreland
Promotion Manager.....H. H. Sonnenburg
WMGF Manager.....Harry Hyett
WHLB Manager.....Greg Rouleau

★

STATIONS

WEBC, Duluth, Minn.; WMFG, Hibbing, Minn.; WHLB, Virginia, Minn.

REPRESENTATIVE

George P. Hollingbery Co.

★

Associated Broadcasting Corp.

500 Keeler Bldg., Grand Rapids, 2, Mich.
Telephone: 9-0208

OFFICERS

President.....L. A. Versluis
Exec. Vice-President.....Roy C. Kelley
General Manager.....Clayton Kuning
Stations Relations.....W. G. Henderson

FUNCTION

This network has been formed to operate only as a per-occasion network and for the time being, will confine the scope of its operations to handling only the leading religious programs.

★

Atlantic Coast Network, Inc.

501 Madison Ave., New York, N. Y.
Phone: PLaza 3-1535

President .....Harold A. Lafount

STATIONS

WNEW, New York, N. Y.; WCOP, Boston, Mass.; WNBC, Hartford, Conn.; WELI, New Haven, Conn.; WPEN, Philadelphia, Pa.

THE CONNECTICUT STATE NETWORK



IS THE KEY TO THIS RICH MARKET

THE NATION'S 15TH LARGEST IN RETAIL SALES ($717,000,000)

Here are some of the advertisers who use the Connecticut State Network:

BENRUS WATCH COMPANY
ELECTRIC SPECIALTY COMPANY
STAMFORD ROLLING MILLS
MACHLETT COMPANY
SOUTHERN NEW ENGLAND TELEPHONE COMPANY
ELECTRIC BOAT COMPANY
CINAUDAGRAPH CORPORATION
PRINCE GEORGE HOTEL
AUTO ORDNANCE COMPANY
THE HEPPENSTALL COMPANY
ELECTROLUX CORPORATION
SCOVILL MANUFACTURING COMPANY
HIGH STANDARD COMPANY
THE NORWALK COMPANY
CHASE BRASS & COPPER COMPANY
BOTWINIK BROS., INC
MARSALES COMPANY
UNITED STATES RUBBER CO

NEW YORK . . Helen Wood BOSTON . . Bertha Bannan H. MEYER, Pres.

Connecticut State Network

270 Atlantic St., Stamford, Conn.

Phone: Stamford 4-7575

PERSONNEL

President.....Harold H. Meyer
Director.....Dewey Long
Director.....Harold Thomas
Director.....Richard Davis
Director.....Gerald Morey
Director.....Levon Thomas

STATIONS

WNBC, Hartford; WNAB, Bridgeport; WATR, Waterbury; WSRR, Stamford; WNLC, New London; WELI, New Haven.

REPRESENTATIVES

Helen Wood, New York
Bertha Bannan (Boston)

★

The Cowles Group

Des Moines Register and Tribune Building, Des Moines, Ia.

Phone: 3-2111

PERSONNEL

President.....Gardner Cowles, Jr.
Vice-President.....John Cowles
Vice-President and Treasurer....Luther L. Hill
Vice-President.....Sumner Quarton
Vice-President.....Craig Lawrence
Vice-President.....Phil Hoffman
National Sales Manager.....H. T. Enns
Com. Manager (Des Moines).....Robert Dillon
Com. Manager (Cedar Rapids).W. B. Quarton
Com. Manager (Yankton).....Phil Hoffman

STATIONS

KSO, Des Moines; KRNT, Des Moines; WMT, Waterloo-Cedar Rapids; WNAX, Yankton-Sioux City.

BRANCH OFFICES

Paramount Theater Bldg., Cedar Rapids, Ia.
Manager.....Sumner Quarton
Russell Lamson Hotel, Waterloo, Ia.
Manager.....Don E. Inman
Gurney Bldg., Yankton, S. D.
Manager.....Phil Hoffman
Orpheum Theater Bldg., Sioux City, Ia.
Manager.....Ed La Grave

NATIONAL REPRESENTATIVE

The Katz Agency

★

Daniel Boone Regional Network

410 State St., Bristol, Tenn.-Va.

Phone: Dial WOPI

PERSONNEL

President & Gen. Mgr., WOPI...W. A. Wilson
WKPT General Manager.....Jess Swicegood

STATIONS

WOPI, Bristol, Tenn.-Va.; WISE, Asheville, N. C.; WKPT, Kingsport, Tenn.

REPRESENTATIVES

Burn-Smith Co. (New York and Chicago)
Harry E. Cummings (Jacksonville, Fla.)

★

Don Lee Broadcasting System

5515 Melrose Ave., Hollywood 38, Calif.

Phone: Hollywood 8111

San Francisco office: 1000 Van Ness Ave.

PERSONNEL

V-P & General Manager....Lewis Allen Weiss
V-P & Assistant General Manager
Willet Brown
General Sales Manager.....Sydney Gaynor
Assistant Gen. Sales Mgr..Henry Gerstenkorn
Program Director.....Van Newkirk
Program Manager.....Sid Fuller
Publicity Director.....Fair Taylor

STATIONS

Southern California: KHJ, Los Angeles; KGB, San Diego; KDB, Santa Barbara; KFXM, San Bernardino; KPMC, Bakersfield; KVOE, Santa Ana; KXO, El Centro; KVEC, San Luis Obispo.

Northern California: KFRC, San Francisco; KMYC, Marysville; KHSL, Chico; KVCV, Redding; KYOS, Merced; KDON, Monterey; KIEM, Eureka; KFRE, Fresno.

Northwest (Oregon): KRNR, Roseburg; KALE, Portland; KFJI, Klamath Falls; KORE, Eugene; KOOS, Marshfield; KAST, Astoria; KUIN, Grant Pass; KWIL, Albany.

Northwest (Washington): KMO, Tacoma; KIT, Yakima.

KXRO, Aberdeen; KOL, Seattle; KGY, Olympia; KELA, Centralia; KRKO, Everett; KWLK, Lonview; KFIO, Spokane.

NATIONAL REPRESENTATIVE

John Blair & Co.

★

Georgia Broadcasting System

(Selling Group; not available as a network)

P. O. Box 270, Columbus, Ga.

Phone: Columbus 2-0601

PERSONNEL

Executive Manager.....J. W. Woodruff, Jr.

STATIONS

WATL, Atlanta; WRBL, Columbus; WGPC, Albany.

NATIONAL REPRESENTATIVE

Spot Sales, Inc.

Georgia Major Market Trio

Atlanta Office: Forsyth Bldg.
Phone: Walnut 8441
Macon Office: 666 Cotton Ave.
Phone: 3131-2
Savannah Office: 516 Abercorn St.
Phone: 2-127-8-9

PERSONNEL

Associate Manager (WGST).....Frank Gaither
General Manager (WMAZ).....Wilton E. Cobb
General Manager (WTOC.....W. T. Knight

STATIONS

WGST, Atlanta; WMAZ, Macon; WTOC, Savannah.

REPRESENTATIVE
The Katz Agency

★

Kansas State Network

c/o Don Davis, Scarritt Bldg., Kansas City, Mo.
Phone: Harrison 1161

PERSONNEL

Sales Manager.....Don Davis
Program Co-Ordinator.....John Wahlstedt

EXECUTIVE COMMITTEE

Robert Lindsey (KFBI); Owen Balch (KSAL); J. Nelson Rupard (KTSW); Clem Morgan (KVGB); John Schilling (WHB).

STATIONS

WHB, Kansas City (Mo.); KFBI, Wichita; KSAL, Salina; KTSW, Emporia; KVGB, Great Bend.

★

The Lone Star Chain

806 Tower Petroleum Bldg., Dallas

PERSONNEL

Managing Director.....Ken L. Sibson
Operating Committee.....O. L. Taylor

STATIONS

KGKO, Fort Worth-Dallas; KXYZ, Houston; KRIS, Corpus Christi; KTSA, San Antonio; KRGV, Weslaco; KGNC, Amarillo; KFDM, Beaumont (supplementary).

NATIONAL REPRESENTATIVES
Howard H. Wilson Co.

★

Maryland All-Home Network

10 East North Ave., Baltimore, Md.
Phone: Mulberry 1300

STATIONS

WFBR, Baltimore, Md.; WBOC, Salisbury, Md.; WJEJ, Hagerstown, Md.

Mason-Dixon Radio Group

8 W. King St., Lancaster, Pa.
Phone 5252

PERSONNEL

General Manager.....Clair R. McCollough
Sales Manager.....J. Robert Gulick
Technical Director.....J. E. Mathiot

STATIONS

WDEL, Wilmington, Del.; WORK, York, Pa.; WKBO, Harrisburg, Pa.; WGAL, Lancaster, Pa.; WAZL, Hazleton, Pa.; WEST, Easton, Pa.; WILM, Wilmington, Del.

NATIONAL REPRESENTATIVE
Paul H. Raymer Co.

★

Michigan Radio Network

Operated by the King-Trendle Broadcasting Corp.
Stroh Bldg., Detroit, Mich.
Phone: Cherry 8321

PERSONNEL

President-Treasurer.....George W. Trendle
Secretary-General Manager.H. Allen Campbell
Vice-President.....John H. King

STATIONS

WXYZ, Detroit (Key Station); WBCM, Bay City; WFDF, Flint; WJIM, Lansing; WIBM, Jackson; WELL, Battle Creek; WLAV, Grand Rapids; WSOO, Saulte Ste. Marie; WDBC, Escanaba; WDMJ, Marquette; WHDF, Calumet.

REPRESENTATIVE
Paul H. Raymer Co.

★

Mountain & Plain Network

Albany Hotel, Denver, Colo.
Phone: Keystone 0178

PERSONNEL

Sales Manager.....Gene O'Fallon
Manager of Station Relations....Frank Bishop

STATIONS

KFEL, Denver; KFKA, Greeley, Colo.; KFXJ, Grand Junction, Colo.

★

Intermountain Network

c/o KLO, Salt Lake City, Ogden, Utah
Phone: 5721

PERSONNEL

General Manager.....George C. Hatch
Sales & Gen. Manager.....Lynn L. Meyer
Public Relations Director.....Arthur Gaeth
Production Manager.....Merrill J. Bunnell
Chief Engineer.....W. D'Orr Cozzens

STATIONS

KLO, Salt Lake City, Ogden; KVNU, Logan, Utah; KOVO, Provo; KEUB, Price; KSUB, Cedar City.

BRANCH OFFICES

248 S. Main St., Salt Lake City, Utah
Phone: 5-2831

In Charge.....Lynn L. Meyer

REPRESENTATIVE

Joseph Hershey McGillvra, Inc.

★

Minnesota Radio Network

c/o KSTP, Hotel Saint Paul, St. Paul, Minn.
Phone, Cedar 5511

Sales Office: c/o KSTP, Hotel Radisson, Minneapolis, Minn.
Phone: Bridgeport 3222

PERSONNEL

General Manager.....Stanley E. Hubbard
Treasurer.....Kenneth M. Hance
Sales Manager.....Ray C. Jenkins

STATIONS

KSTP, St. Paul Minneapolis, Minn. (Key station); WEBC, Duluth, Minn.; KYSM, Mankato, Minn.; WMFG, Hibbing, Minn.; WHLB, Virginia, Minn.; KROC, Rochester, Minn.; KFAM, St. Cloud, Minn.; KFYR, Bismarck, N. D.; WDAY, Fargo, N. D.; WEAU, Eau Claire, Wisc.

NATIONAL REPRESENTATIVE

Edward Petry & Co.

★

New England Regional Network

26 Grove St., Hartford, Conn.
Phone: Hartford 2-3181

PERSONNEL

Chairman.....Paul W. Morency
Lee B. Wailes, John J. Boyle, Wm. H. Rines, Thompson L. Guernsey.

STATIONS

WBZ, Boston, Mass.; WCSH, Portland, Me.; WJAR, Providence, R. I.; WLBZ, Bangor, Me.; WTIC, Hartford, Conn.; WFEA, Manchester, N. H.; WRDO, Augusta, Me.

REPRESENTATIVE

Weed & Company

★

North Central Broadcasting System, Inc.

First National Bank Bldg., St. Paul, Minn.
Phone: Cedar 8579

PERSONNEL

President-General Manager.....John W. Boler
Vice-President.....Don Clayton
Secretary .....E. Iverson

STATIONS

KVFD, Fort Dodge, Ia.; WJMS, Ironwood, Mich.; KATE, Albert Lea, Minn.; KVOX, Fargo-Moorhead, Minn.; KGDE, Fergus Falls, Minn.; WMFG, Hibbing, Minn.; WLOL, Minneapolis-St. Paul, Minn.; WHLB, Virginia, Minn.; KWLM, Willmar, Minn.; KWNO, Winona, Minn.; KGCU, Bismarck-Mandan, N. D.; KDLR, Devils Lake, N. D.; KSJB, Jamestown, N. D.; KLPM, Minot, N. D.; KABR, Aberdeen, S. D.; WATW, Ashland, Wisc.; WEAU, Eau Claire, Wisc.; WDSM, Superior, Wisc.; WHDF, Calumet, Mich.; WDBC, Escanaba, Mich.; WDMJ, Marquette, Mich.

BRANCH OFFICE

330 N. Michigan Ave., Chicago, Ill.
8 East 41st St., New York, N. Y.

★

Northern Broadcasting & Publishing, Ltd.

Thomson Bldg., Timmins, Ont., Canada
Phone: 500

PERSONNEL

President.....R. H. Thomson
Secretary-Treasurer.....S. F. Chapman
General Manager.....Jack K. Cooke
Manager (CKGB).....T. Morrow
Manager (CJKL).....D. Carr
Manager (CFCH) .....Cliff Pickrem
Manager (CKRN).....J. Legault
Manager (CKVD).....L. Godin
Manager (CHEX).....H. Cooke
Manager (CKWS).....J. Davidson

STATIONS

CKGB, Timmins, Ont.; CJKL, Kirkland Lake, Ont.; CFCH, North Bay, Ont.; CKVD, Val D'Or, Que.; CHAD, Amos, Ont.; CKRN, Rouyn-Noranda, Que.; associated with CKWS, Kingston, Ont.; and CHEX, Peterborough, Ont.

BRANCH OFFICES

Bank of Commerce Bldg., Toronto, Ontario
Manager .....R. Leslie
1010 University Tower, Montreal, Quebec
Manager.....Roy Hoff

★

Oklahoma Metropolitan Line

c/o KOMA, Biltmore Hotel
Oklahoma City, Okla.
Phone: 2-3291

c/o KTUL, 320 S. Boston Ave., Tulsa, Okla.
Phone 2-3191

PERSONNEL

General Manager (KOMA).....Kenyon Brown
General Manager (KTUL).....John Esau

NATIONAL REPRESENTATIVE

Free & Peters, Inc.

The Oklahoma Network

APCO Tower, Oklahoma City, Okla.

PERSONNEL

President-Managing Director..Robert D. Enoch
Vice-President.....Tams Bixby, Jr.
Secretary-Treasurer.....Milton B. Garber
Managing Director.....Robert D. Enoch

STATIONS

KTOK, Oklahoma City; KGFF, Shawnee; KBIX, Muskogee; KCRC, Enid; KADA, Ada; KOME, Tulsa; KVSO, Ardmore.

NATIONAL REPRESENTATIVE

Radio Advertising Co.

★

Pacific Broadcasting Co.

914 Broadway, Tacoma 3, Wash.
Phone: Main 4144

PERSONNEL

General Manager.....Carl E. Haymond
Commercial Manager.....J. A. Murphy
Traffic Manager.....John K. Clarke
Auditor.....Paul F. Benton

STATIONS

Oregon: KALE, Portland; KFJI, Klamath Falls; KOOS, Marshfield; KRNR, Roseburg; KORE, Eugene; KAST, Astoria; KWIL, Albany.
Washington: KGY, Olympia; KELA, Centralia; KIT, Yakima; KMO, Tacoma; KOL, Seattle; KFIO, Spokane; KRKO, Everett; KXRO, Aberdeen; KWLK, Longview; KUIN, Grants Pass.
Idaho: KWAL, Wallace.

REPRESENTATIVE

John Blair & Co.

★

The Pennsylvania Network

1622 Chestnut St., Philadelphia, Pa.
Phone Locust 7700

PERSONNEL

Manager.....Leon Levy

STATIONS

WCAU, Philadelphia (key station); WGAL, Lancaster; WORK, York; WAZL, Hazleton; WEST, Easton; WSAN, Allentown; WFBG, Altoona; WERC, Erie; WLEU, Erie; WHP, Harrisburg; WKBO, Harrisburg; WJAC, Johnstown; WKST, New Castle; KDKA, Pittsburgh; WJAS, Pittsburgh; KQV, Pittsburgh; WCAE, Pittsburgh; WRAW, Reading; WARM, Scranton; WGBI, Scranton; WKOK, Sunbury; WJPA, Washington; WBRE, Wilkes-Barre; WBAX, Wilkes-Barre; WRAK, Williamsport; (Harrisburg, Scranton, Wilkes-Barre, Pittsburgh and Erie stations optional).

★

Quaker Network

Widener Bldg., Philadelphia, Pa.
Phone; Rittenhouse 6900

PERSONNEL

General Manager.....Roger W. Clipp

STATIONS

WFIL, Philadelphia; WEST, Easton; WORK, York; WAZL, Hazleton; WGAL, Lancaster; WGBI, Scranton; WBRE, Wilkes Barre; WKBO, Harrisburg; WKOK, Sunbury; WRAK, Williamsport; WFBG, Altoona; WJAC, Johnstown; WLEU, Erie; WSAN, Allentown; WWSW, Pittsburgh; WSNJ, Bridgeton, N. J.

★

Radio Programas de Mexico

Ayuntamiento No. 54; P. O. Box 1324
Mexico City, Mexico
Phones: L-13-73; J-29-01; 12-65-44

PERSONNEL

President.....Emilio Azcarraga
Manager.....Clemente Serna Martínez

STATIONS

Key Stations: XEW-XEWW, Mexico City, Mex.; XEQ-XEQQ, Mexico City, Mex.

Affiliated Stations: XEKJ, Acapulco, Gro.; XEBI, Aguascalientes, Ags.; XELY, Aguascalientes, Ags.; XEJT, Celaya, Gto.; XEBA, C. Guzman, Jal.; XEP, C. Juarez, Chih.; XEBJ, C. Victoria, Tamps.; XEA, Campeche, Camp.; XECW, Córdiba, Ver.; XESA, Culiacan, Sin.; XEBL, Culiacan, Sin.; XEFI, Chihuahua, Chih.; XEBU, Chihuahua, Chih.; XEE, Durango, Dgo.; XEMA, Fresnillo, Zac.; XEDK, Guadalajara, Jal.; XEHL, Guadalajara, Jal.; XEBH, Hermosillo, Son.; XEHQ, Hermosillo, Son.; XEBO, Irapuato, Gto.; XEJA, Jalapa, Ver.; XERZ, León, Gto.; XERW, León, Gto.; XER, Linares, N. L.; XECF, Los Mochis, Sin.; XEOX, Los Mochis, Sin.; XEAM, Matamros, Tamps.; XERJ, Mazatlán, Sin.; XEME, Mérida, Yuc.; XEFC, Mérida, Yuc.; XEDW, Minatitlán, Ver.; XEI, Morelia, Mich.; XELQ, Morelia, Mich.; XEFB, Monterrey, N. L.; XEMR, Monterrey, N. L.; XEGL, Navojoa, Son.; XEFE, Nuevo Laredo, Tamps.; XEAX, Oaxaca, Oax.; XETQ, Orizaba, Ver.; XEJR, Parral, Chih.; XEMU, Piedras, Negras, Coah.; XEHR, Puebla, Pue.; XEJX, Querétaro, Qro.; XEBX, Sabinas, Coah.; XEDE, Saltillo, Coah.; XEKS, Saltillo, Coah.; XECS, San Luis Potosí, S. L. P.; XEBM, San Luis Potosí, S. L. P.; XES, Tampico, Tamps.; XETU, Tampico, Tamps.; XETS, Tapachula, Chis.; XERK, Tepic, Nay.; XEXT, Tepic, Nay.; XEBP, Torreon, Coah.; XETL, Tuxpan, Ver.; XEUF, Uruapan, Mich.;

XEHV, Veracruz, Ver.; XEU, Veracruz, Ver.; XEGC, Zamora, Mich.

★

South Central Quality Network

Address Individual Stations

PERSONNEL

Manager (WMC).....H. W. Slavick
Manager (WJDX).....Wiley Harris
Manager (WSMB).....H. Wheelahan
Manager (KARK).....G. E. Zimmerman
Manager (KWKH).....John C. McCormack
Manager (KTBS).....John C. McCormack

★

Southern Minnesota Network

c/o KYSM, 101 N. Second St., Mankato, Minn.
c/o KATE, Albert Lea, Minn.
c/o KROC, 100 First Ave. Bldg., Rochester, Minn.

PERSONNEL

KYSM Manager.....John F. Meagher
KATE Manager.....Ed. L. Hayek
KROC Manager.....Gerald H. Wing

STATIONS

KATE, Albert Lea, Minn.; KYSM, Mankato, Minn.; KROC, Rochester, Minn.

NATIONAL REPRESENTATIVE

John E. Pearson Company

★

South Texas Radio Package

2700 Smith Young Tower, San Antonio, Texas
Phone: Cathedral 6211

STATIONS

KMAC, San Antonio, Texas; KPAB, Laredo, Texas; KWBU, Corpus Christi, Texas; KTBC, Austin, Texas.

★

The Texas Quality Network

Address Individual Stations

The Texas Quality Network is a cooperative group of stations, each outlet being a sales office for the other.

PERSONNEL

Manager (WFAA).....Martin Campbell
Manager (WBAP).....George Cranston
Manager (WOAI).....Hugh A. L. Halff
Manager (KPRC).....Kern Tips

STATIONS

WFAA, Dallas 2; WBAP, Fort Worth 2; WOAI, San Antonio 6; KPRC, Houston 2.

NATIONAL REPRESENTATIVE

Edward Petry & Co., Inc.

★

Texas State Network

1201 West Lancaster Ave., Fort Worth, Texas
Phone: 3-9363

PERSONNEL

President.....Ruth G. Roosevelt
General Manager.....Gene L. Cagle
Vice-President.....Robert K. Hanger
Assistant General Manager...Frances Griffith
Merchandising Director.....L. R. Duffy
Program Director.....Boyd Kelley
Chief Accountant.....D. C. Hornburg
Traffic Manager.....Forrest Clough
Chief Engineer.....Truett Kimzey

STATIONS

KFJZ, Fort Worth; KRBC, Abilene; KGKL, San Angelo; KBST, Big Spring; KRLH, Midland; KRRV, Sherman-Denison; KPLT, Paris; KNOW, Austin; KABC, San Antonio; KVWC, Vernon; KTEM, Temple; WRR, Dallas; KFYO, Lubbock; KFDA, Amarillo; KCMC, Texarkana; WACO, Waco.

NATIONAL REPRESENTATIVE

Weed & Co.

★

The Tobacco Network

P. O. Box 1150, Raleigh, North Carolina
Phone 6411

PERSONNEL

President.....Paul Moyle, WFNC
Vice-President.....Fred Fletcher, WRAL
Secretary.....Harry Bright, WGBR
Treasurer.....Allen Wannamaker, WGTM
Sales Manager.....C. Durham Moore
Program Director.....Ray Reeve

STATIONS

WFNC, Fayetteville, N. C.; WGBR, Goldsboro, N. C.; WRAL, Raleigh, N. C.; WGTM, Wilson, N. C.; WGTC, Greenville, N. C.

NATIONAL REPRESENTATIVES

The Walker Company

★

Tri-City Stations of Virginia

Allied Arts Bldg., Lynchburg, Va.
Phone: 3032

PERSONNEL

Manager.....Philip P. Allen
Traffic Manager.....Katherine Grasty

STATIONS

WSLS, Roanoke; WLVA, Lynchburg; WBTM, Danville.

★

West Virginia Network

1016 Lee St., Charleston, W. Va.
Phone: 28-131

PERSONNEL

President.....John A. Kennedy
Managing Director.....Howard L. Chernoff

Sales Manager.....Marshall Rosene
Promotion Manager.....Sam Molen
Program Director.....Joseph Herget
Director of War Programs.....Virgil L. Schmit
Chief Announcer.....Joseph Herget
Musical Director.....Leah Perry
Chief Engineer.....Odes Robinson
WBLK Manager.....George Blackwell
WPAR Manager.. George Clinton
WSAZ Manager Flem J. Evans

STATIONS

WCHS, Charleston; WPAR, Parkersburg; WBLK, Clarksburg; WSAZ ,Huntington.

NATIONAL REPRESENTATIVE

The Branham Co.

★

Wisconsin Network, Inc.

Wisconsin Rapids, Wisc.

PERSONNEL

President.....W. F. Huffman
Assistant to President.....Geo. T. Frechette

STATIONS

WRJN, Racine; WCLO, Janesville; WIBU, Poynette; WHBL, Sheboygan; WHBY, Appleton; WFHR, Wisconsin Rapids; KFIZ, Fond du Lac; WSAU, Wausau; Associate Stations: WEMP, Milwaukee; WTAQ, Green Bay; WMAM, Marinette.

★

The Wolverine Network

6 Fountain St. NE., Grand Rapids, Mich.

Phone: 6-5461

President.....Roy C. Kelley
Manager.....Hy M. Steed

STATIONS

WLAV, Grand Rapids (Key Station); WTCM, Traverse City; WHLS, Port Huron, WJLB, Detroit; WKBZ, Muskegon.

AFFILIATED STATIONS

WJJD, Chicago, Illinois; WIND, Chicago-Gary, Ind.

★

The Yankee Network

21 Brookline Ave., Boston 15, Mass.

Phone: Commonwealth 0800

PERSONNEL

Chairman of Board-General Manager
John Shepard 3rd
President .....William O'Neil
Executive Vice-President.....Linus Travers
Controller.....Robert F. Ide
Assistant Controller Howard F. Wright
Station and Sales Relations...Gerald Harrison
Sales Executive.....Gordon Jenkins
Editor, Yankee Network News Service,
Robert Meyers
Director of Merchandising and Promotion,
James S. Powers
Director of Merchandising,
Arthur Lathrop
Director of Publicity.....Phyllis Doherty
Director of Special Events.....Herbert Rice
Chief Engineer.....Irving Robinson
Program Director.....Eleanor Geer
War Program Manager.....Geo. W. Steffy
Production Director.....Herbert Rice

EXECUTIVE COMMITTEE

William O'Neil, Chairman; John Shepard 3rd, Vice-Chairman; James W. Haggerty.

BOARD OF DIRECTORS

William O'Neil; Loren Angus McQueen; Samuel Smith Poor; James W. Haggerty; John Shepard 3rd; Henry Linus Travers.

STATIONS

WNAC, Boston; WTHT, Hartford; WEAN, Providence; WAAB, Worcester; WICC, Bridgeport; WCSH, Portland; WLBZ, Bangor; WFEA, Manchester; WSAR, Fall River; WHEB, Portsmouth, N. H.; WLLH, Lowell and Lawrence; WLNH, Laconia; WRDO, Augusta; WNLC, New London; WHAI, Greenfield; WCOU, Lewiston and Auburn; WERK, Pittsfield; WSYB, Rutland, Vt.; WATR, Waterbury, Conn.; WEIM, Fitchburg; WHYN, Holyoke.

BRANCH OFFICES

694 State Mutual Bldg., Worcester 8, Mass.
Phone: Worcester 6-1411
Sales Manager .....Mrs. Dorothy B. Robinson
Crown Hotel, Providence 2, R. I.
Phone: DEXter 1500
WEAN Manager.....Jos. Lopez
Hotel Stratfield, Bridgeport 1, Conn.
Phone: Bridgeport 6-1121
WICC Manager.....Joseph Lopez

NATIONAL REPRESENTATIVE

Edward Petry & Co., Inc.

★

Z Net

P. O. Box 1956, Butte, Montana

Phone: 22-3-44

PERSONNEL

Manager.....E. B. Craney

STATIONS

KGIR, Butte; KPFA, Helena; KRBM, Bozeman.

NATIONAL REPRESENTATIVE

The Walker Co.



STATIONS

of the United States



Standard Stations

•

Standard Stations
Alphabetically By Call Letter
With Index To Detailed Information

•

Standard Stations
Alphabetically By City
With Their National Network Affiliations

INDEX OF THE
STANDARD STATIONS
OF THE UNITED STATES

Call Letter—City—Power in Watts—Frequency in Kilocycles (as determined by North American Regional Broadcasting Agreement) —Page Number Providing Complete Station Information

Key to Abbreviations: C.P.—Construction Permit; d—daytime; n—night.



Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KABC	Aberdeen, S. Dak.	1450	250	607
KABR	Ada, Okla.	1420	5000	589
KADA	San Antonio, Tex.	1230	250	555
KALB	Alexandria, La.	1240	250	443
KALE	Portland, Ore.	1330	5000	561
KAND	Corsicana, Tex.	1340	250	601
KANS	Wichita, Kans.	1240	250	438
KARK	Little Rock, Ark.	920	5000	354
KARM	Fresno. Calif.	1430	5000	359
KASA	Elk City, Okla.	1240	100	556
KAST	Astoria, Ore.	1230	250	559
KATE	Albert Lea, Minn.	1450	250	471
KAVE	Carlsbad, N. M.	1240	250	501
KBIX	Muskogee, Okla.	1490	250	556
KBIZ	Ottumwa, Ia.	1240	250	430
KBKR	Baker, Ore.	1490	250	559
KBND	Bend, Ore.	1340	250	560
KBON	Omaha, Nebr.	1490	250	492
KBPS	Portland, Ore.	1450	100	562
KBST	Big Spring, Tex.	1490	100	600
KBTM	Jonesboro, Ark.	1230	250	354
KBUR	Burlington, Ia.	1490	250	427
KBWD	Brownwood, Texas	1380	1000 d., 500 n.	600
KCKN	Kansas City, Kan.	1340	250	435
KCMC	Texarkana, Ark.-Tex.	1450 C. P. 1230	250	609
KCMO	Kansas City, Mo.	1480	5000 d., 1000 n.	483
KCRC	Enid, Okla.	1390	1000	556
KCRJ	Jerome, Ariz.	1340	250	350
KDAL	Duluth, Minn.	610	1000	471
KDB	Santa Barbara, Calif.	1490	250	373
KDFN	Casper, Wyo.	1470	1000	635
KDKA	Pittsburgh, Pa.	1020	50000	577
KDLR	Devils Lake, N. Dak.	1240	250	539

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KDNT	Denton, Tex.	1450	100	603
KDON	Monterey, Calif.	1240	250	366
KDRO	Sedalia, Mo.	1490	250	485
KDTH	Dubuque, Ia.	1370	1000	429
KDYL	Salt Lake City, Utah	1320	5000	613
KECA	Los Angeles, Calif.	790	5000	360
KEEW	Brownsville, Texas	1490	250 d., 100 n.	600
KELA	Between Centralia and Chehalis, Wash.	1470	1000	619
KELD	El Dorado, Ark.	1400	250	353
KELO	Sioux Falls, S. Dak.	1230	250	589
KENO	Las Vegas, Nev.	1400	250	493
KERN	Bakersfield, Calif.	1410	1000	357
KEUB	Price, Utah	1450	250	611
KEVE	Everett, Wash.	1460	500	619
KEVR	Seattle, Wash.	1090	250	620
KEX	Portland, Ore.	1190	5000	562
KEYS	Corpus Christi, Texas	1490	250	600
KFAB	Lincoln, Nebr.	780	10000	489
KFAC	Los Angeles, Calif.	1330	1000	360
KFAM	St. Cloud, Minn.	1450	250	476
KFAR	Fairbanks, Alaska	610	5000 S.S.A. 660 Kc. 10000 w.	637
KFBB	Great Falls, Mont.	1310	5000	487
KFBC	Cheyenne, Wyo.	1240	250	635
KFBI	Wichita, Kans.	1070	5000 d., 1000 n.	438
KFBK	Sacramento, Calif.	1530	10000	368
KFDA	Amarillo, Tex.	1230	250	597
KFDM	Beaumont, Tex.	560	1000	599
KFEL	Denver, Colo.	950	5000	377
KFEQ	St. Joseph, Mo.	680	5000	484
KFFA	Helena, Ark.	1490	250	353
KFGQ	Boone, Ia.	1260	250	427
KFH	Wichita, Kansas	1330	5000	438
KFI	Los Angeles, Calif.	640	50000	361
KFIO	Spokane, Wash.	1230	250	622
KFIZ	Fond Du Lac, Wisc.	1450	250	629
KFJB	Marshalltown, Ia.	1230	250	430
KFJI	Klamath Falls, Ore.	1240	100	561
KFJM	Grand Forks, N. Dak.	1440	1000 d., 500 n.	539
KFJZ	Fort Worth, Tex.	1270	5000	603
KFKA	Greeley, Colo.	910	1000	379
KFKU	Lawrence, Kansas	1250	5000 d., 1000 n.	437
KFMB	San Diego, Calif.	1450	250	371
KFNF	Shenandoah, Ia.	920	1000 d., 500 n.	431
KFOR	Lincoln, Nebr.	1240	250	489
KFOX	Long Beach, Calif.	1280	1000	360
KFPW	Fort Smith, Ark.	1400	250	353
KFPY	Spokane, Wash.	920	5000	622
KFQD	Anchorage, Alaska	790	250 (C.P. 1 Kw.)	637
KFRC	San Francisco, Calif.	610	5000	371
KFRE	Fresno, Calif.	1340	250	359
KFRO	Longview, Tex.	1370	1000	605

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KFRU	Columbia, Mo.	1400	250	481
KFSD	San Diego, Calif.	600	1000	371
KFSG	Los Angeles, Calif.	1150	2500 d., 1000 n.	360
KFUN	Las Vegas, N. M.	1230	250	502
KFUO	Clayton, (St. Louis) Mo.	850	5000	485
KFVD	Los Angeles, Calif.	1020	1000	361
KFVS	Cape Girardeau, Mo.	1400	250	481
KFWB	Los Angeles, Calif.	980	5000	363
KFXD	Nampa, Idaho	1230	250	404
KFXJ	Grand Junction, Colo.	920	1000 d., 500 n.	379
KFXM	San Bernardino, Calif.	1240	250	369
KFYO	Lubbock, Texas	1340	250	606
KFYR	Bismarck, N. Dak.	550	5000	539
KGA	Spokane, Wash.	1510	10000	622
KGB	San Diego, Calif.	1360	1000	371
KGBS	Harlingen, Texas	1240	250	604
KGBX	Springfield, Mo.	1260	5000	485
KGCU	Mandan, N. Dak.	1270	250	540
KGCX	Sidney, Mont.	1480	1000	488
KGDE	Fergus Falls, Minn.	1230	250 d., 100 n.	471
KGDM	Stockton, Calif.	1140	5000	374
KGEK	Sterling, Colo.	1230	100	379
KGER	Long Beach, Calif.	1390	5000	360
KGEZ	Kalispell, Mont.	1340	100	487
KGFF	Shawnee, Okla.	1450	250	558
KGFJ	Los Angeles, Calif.	1230	100	363
KGFL	Roswell, New Mex.	1400	100	502
KGFW	Kearney, Nebr.	1340	250	488
KGFX	Pierre, S. Dak.	630	200	589
KGGF	Coffeyville, Kans.	690	1000 d., 500 n.	433
KGGM	Albuquerque, N. Mex.	1260	1000	501
KGHF	Pueblo, Colo.	1350	500	379
KGHI	Little Rock, Ark.	1230	250	354
KGHL	Billings, Mont.	790	5000	486
KGIR	Butte, Mont.	1370	5000	487
KGIW	Alamosa, Colo.	1450	250	377
KGKB	Tyler, Tex.	1490	250	609
KGKL	San Angelo, Tex.	1400	250	607
KGKO	Fort Worth, Tex.	570	5000	603
KGKY	Scottsbluff, Nebr.	1490	250	492
KGLO	Mason City, Ia.	1300	5000	430
KGLU	Safford, Ariz.	1450	250	352
KGMB	Honolulu, Hawaii	590	5000	638
KGNC	Amarillo, Tex.	1440	5000 d., 1000 n.	597
KGNO	Dodge City, Kans.	1370	1000 d., 250 n.	435
KGO	San Francisco, Calif.	810	7500	371
KGU	Honolulu, Hawaii	760	2500	638
KGVO	Missoula, Mont.	1290	5000 d., 1000 n.	487
KGW	Portland, Ore.	620	5000	562

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KGY	Olympia, Wash.	1240	250	620
KHAS	Hastings, Nebr.	1230	250	488
KHBC	Hilo, Hawaii	1230	250	638
KHBG	Okmulgee, Okla.	1240	250	558
KHJ	Los Angeles, Calif.	930	5000	363
KHMO	Hannibal Mo.	1340	250	481
KHQ	Spokane, Wash.	590	5000	622
KHSL	Chico, Calif.	1290	1000	357
KHUB	Watsonville, Calif.	1340	250	375
KICA	Clovis, New Mex.	1240	250	502
KICD	Spencer, Ia.	1240	100	433
KID	Idaho Falls, Idaho	1350	5000 d., 500 n.	404
KIDO	Boise, Idaho	1380	2500 d., 1000 n.	404
KIEM	Eureka, Calif.	1480	1000 Conditional	357
KIEV	Glendale, Calif.	870	250	359
KILO	Grand Forks, N. D.	1440	1000 d., 500 n.	540
KINY	Juneau, Alaska	1460	1000 (C.P. 5000)	637
KIRO	Seattle, Wash.	710	50000	620
KIT	Yakima, Wash.	1280	1000	624
KIUL	Garden City, Kans.	1240	100	435
KIUN	Pecos, Tex.	1400	100	607
KIUP	Durango, Colo.	1400	250	379
KJBS	San Francisco, Calif.	1100	500	372
KJR	Seattle, Wash.	1000	5000	620
KLBM	La Grande, Ore.	1450	250	560
KLCN	Blytheville, Ark.	900	1000	353
KLO	Ogden, Utah	1430	5000	611
KLPM	Minot, N. Dak.	1390	1000	540
KLRA	Little Rock, Ark.	1010	10000 d., 5000 n.	354
KLS	Oakland, Calif.	1310	1000	367
KLUF	Galveston, Tex.	1400	250	604
KLX	Oakland, Calif.	910	1000	366
KLZ	Denver, Colo.	560	5000	378
KMA	Shenandoah, Iowa	960	5000	431
KMAC	San Antonio, Tex.	1240	250	608
KMBC	Kansas City, Mo.	980	5000	483
KMED	Medford, Ore.	1440	1000	561
KMJ	Fresno, Calif.	580	5000	359
KMLB	Monroe, La.	1230	250	444
KMMJ	Grand Island, Nebr.	750	1000	488
KMO	Tacoma, Wash.	1360	5000	622
KMOX	St. Louis, Mo.	1120	50000	484
KMPC	Los Angeles, Calif.	710	10000	364
KMTR	Los Angeles, Calif.	570	1000	365
KMYC	Marysville, Calif.	1450	250	365
KMYR	Denver, Colo.	1340	250	378
KNEL	Brady, Tex.	1490	250 d., 100 n.	600
KNET	Palestine, Tex.	1450	100	606
KNOW	Austin, Tex.	1490	250	597
KNX	Los Angeles, Calif.	1070	50000	364

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KOA	Denver, Colo.	850	50000	378
KOAC	Corvallis, Ore.	550	5000 d., 1000 n.	560
KOAM	Pittsburg, Kans.	810	1000	437
KOB	Albuquerque, New Mex.	1030	10000 (C.P. 50000 S.S.A. 50000 d., 25000 n., 770 Kc.)	561
KOBH	Rapid City, S. Dak.	1400	250	589
KOCA	Kilgore, Tex.	1240	250	605
KOCY	Oklahoma City, Okla.	1340	250	557
KODL	The Dalles, Ore.	1230	250 d., 100 n.	560
KODY	North Platte, Nebr.	1460 1240 U	1 Kw. (C.P. 250 w.)	489
KOH	Reno, Nev.	630	1000	493
KOIL	Omaha, Nebr.	1290	5000	492
KOIN	Portland, Ore.	970	5000	562
KOKO	La Junta, Colo.	1400	250	379
KOL	Seattle, Wash.	1300	5000	621
KOMA	Oklahoma City, Okla.	1520	5000	557
KOME	Tulsa, Okla.	1340	250	558
KOMO	Seattle, Wash.	950	5000	621
KONO	San Antonio, Tex.	1400	250	608
KOOS	Marshfield, Ore.	1230	250	561
KORE	Eugene, Ore.	1450	250	560
KORN	Fremont, Nebr.	1400	250	488
KOTN	Pine Bluff, Ark.	1490	250	355
KOVC	Valley City, N. Dak.	1490	250	540
KOVO	Provo, Utah	1240	250	611
KOWH	Omaha, Nebr.	660	500	492
KOY	Phoenix, Ariz.	550	1000	351
KPAB	Laredo, Tex.	1490	250	605
KPAC	Port Arthur. Tex.	1250	1000	607
KPAS	Pasadena, Calif.	1110	10000	367
KPDN	Pampa, Tex.	1340	100	606
KPFA	Helena, Mont.	1240	250	487
KPHO	Phoenix, Ariz.	1230	250	351
KPLC	Lake Charles, La.	1490	250	444
KPLT	Paris, Tex.	1490	250	607
KPMC	Bakersfield, Calif.	1560	1000	357
KPO	San Francisco, Calif.	680	50000	372
KPOF	Denver, Colo.	910	1000	378
KPOW	Powell, Wyo.	1230	250	635
KPPC	Pasadena, Calif.	1240	100	368
KPQ	Wenatchee, Wash.	1490	250 (C.P. 560 Kc. 1000; S.S.A. 560 Kc., 1000 d., 500 n.	624
KPRC	Houston, Tex.	950	5000	604
KPRO	Riverside, Calif.	1440	1000	368
KQV	Pittsburgh, Pa.	1410	1000	577
KQW	San Jose, Calif.	740	5000	373
KRBA	Lufkin, Tex.	1340	250	606
KRBC	Abilene, Tex.	1450	250	597
KRBM	Bozeman, Mont.	1450	250	486
KRE	Berkeley, Calif.	1400	250	357
KRGV	Weslaco, Tex.	1290	1000	610
KRIC	Beaumont, Tex.	1450	250	599
KRIS	Corpus Christi, Tex.	1360	1000	600

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KRJF	Miles City, Mont.	1340	250	487
KRKD	Los Angeles, Calif.	1150	2500 d., 1000 n.	365
KRKO	Everett, Wash.	1400	250	619
KRLC	Lewiston, Idaho	1400	250	404
KRLD	Dallas, Tex.	1080	50000	601
KRLH	Midland, Tex.	1230	250	606
KRMD	Shreveport, La.	1340	250	447
KRNR	Roseburg, Ore.	1490	250	563
KRNT	Des Moines, Iowa	1350	5000	428
KROC	Rochester, Minn.	1340	250	476
KROD	El Paso, Tex.	600	1000 d., 500 n.	603
KROS	Clinton, Ia.	1340	250	427
KROW	Oakland, Calif.	960	1000	367
KROY	Sacramento, Calif.	1240	100 (C.P. 250 w.)	369
KRRV	Sherman, Tex.	910	1000	608
KRSC	Seattle, Wash.	1150	1000	621
KSAC	Manhattan, Kans.	580	1000 d., 500 n.	437
KSAL	Salina, Kans.	1150	1000	438
KSAM	Huntsville, Tex.	1490	250	605
KSAN	San Francisco, Calif.	1450	250	372
KSCJ	Sioux City, Ia.	1360	5000	431
KSD	St. Louis, Mo.	550	5000 d., 1000 n.	484
KSEI	Pocatello, Idaho	930	1000 d., 250 n.	404
KSFO	San Francisco, Calif.	560	5000 d., 1000 n.	372
KSJB	Jamestown, N. D.	1400	250	540
KSKY	Dallas, Texas	660	1000	601
KSL	Salt Lake City, Utah	1160	50000	613
KSLM	Salem, Ore.	1390	1000	563
KSO	Des Moines, Iowa	1460	5000	428
KSOO	Sioux Falls, S. Dak.	1140	5000	590
KSRO	Santa Rosa, Calif.	1350	1000	374
KSTP	St. Paul, Minn.	1500	50000	475
KSUB	Cedar City, Utah	1340	100	611
KSUN	Lowell, Ariz.	1230	250	351
KSWO	Lawton, Okla.	1150	250	556
KTAR	Phoenix, Ariz.	620	5000	351
KTBC	Austin, Tex.	590	1000 d., 250 n.	599
KTBI	Tacoma, Wash.	1490	250	623
KTBS	Shreveport, La.	1480	1000	447
KTEM	Temple, Tex.	1400	250	609
KTFI	Twin Falls, Idaho	1270	1000	405
KTHS	Hot Springs, Ark.	1090	10000 d., 5000 n.	353
KTKC	Visalia, Calif.	940	5000	374
KTMS	Santa Barbara, Calif.	1250	1000	374
KTKN	Ketchikan, Alaska	930	1000	637
KTNM	Tucumcari, N. M.	1400	250	502
KTOH	Lihue, Hawaii	1490	250	638
KTOK	Oklahoma City, Okla.	1400	250	557
KTRB	Modesto, Calif.	860	1000	366
KTRH	Houston, Tex.	740	50000	605
KTRI	Sioux City, Ia.	1450	250	431
KTSA	San Antonio, Tex.	550	5000 d., 1000 n.	608
KTSM	El Paso, Tex.	1380	1000 d., 500 n.	603

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KTSW	Emporia, Kans.	1400	250	435
KTTS	Springfield, Mo.	1400	250	486
KTUC	Tucson, Ariz.	1400	250	352
KTUL	Tulsa, Okla.	1430	5000	558
KTW	Seattle, Wash.	1250	1000	621
KUIN	Grants Pass, Ore.	1340	250	560
KUJ	Walla Walla, Wash.	1420	1000	623
KUOA	Siloam Springs, Ark.	1290	5000	355
KUSD	Vermillion, S. Dak.	920	500	590
KUTA	Salt Lake City, Utah	570	5000	613
KVAK	Atchison, Kans.	1450	100 (C.P. 250)	433
KVAN	Vancouver, Wash.	910	500	623
KVCV	Redding, Calif.	1230	250	368
KVEC	San Luis Obispo, Calif.	1230	250	373
KVFD	Fort Dodge, Ia.	1400	250	429
KVGB	Great Bend, Kans.	1400	250	435
KVI	Tacoma, Wash.	570	5000	623
KVIC	Victoria, Texas	1340	250	610
KVNU	Logan, Utah	1230	250	611
KVOA	Tucson, Ariz.	1290	1000	352
KVOD	Denver, Colo.	630	5000	378
KVOE	Santa Ana, Calif.	1490	250	373
KVOL	Lafayette, La.	1340	250	443
KVOO	Tulsa, Okla.	1170	50000	559
KVOP	Plainview, Tex. (C.P. Only)	1400	250	607
KVOR	Colorado Springs, Colo.	1300	1000	377
KVOS	Bellingham, Wash.	1230	250 (C.P. 790 Kc.)	619
KVOX	Moorhead, Minn.	1340	250	475
KVRS	Rock Springs, Wyoming	1400	250	635
KVSF	Santa Fe, N. M.	1340	100	502
KVSO	Ardmore, Okla.	1240	250 d., 100 n.	555
KVWC	Vernon, Tex.	1490	250	609
KWAL	Wallace, Ida.	1450	250	405
KWAT	Watertown, S. D.	1240	250	590
KWBW	Hutchinson, Kans.	1450	250	435
KWEW	Hobbs, New Mexico	1490	100	502
KWFC	Hot Springs, Ark.	1340	250	354
KWFT	Wichita Falls, Tex.	620	5000 d., 1000 n.	610
KWG	Stockton, Calif.	1230	100 (C.P. 250)	374
KWIL	Albany, Ore.	1240	250	559
KWBU	Corpus Christi, Tex.	1010	50000 w.	601
KWJB	Globe, Ariz.	1240	250	350
KWJJ	Portland, Ore.	1080	1000	562
KWK	St. Louis, Mo.	1380	5000 d., 1000 n.	484
KWKH	Shreveport, La.	1130	50000	447
KWKW	Pasadena, Calif.	1430	1000	368
KWLC	Decorah, Iowa	1240	250	428
KWLK	Longview, Wash.	1400	250	620
KWLM	Willmar, Minn.	1340	250	476
KWNO	Winona, Minn.	1230	250	476
KWOC	Poplar Bluff, Mo.	1340	250	483
KWON	Bartlesville, Okla.	1400	250	556
KWOS	Jefferson City, Mo.	1240	250	481
KWRC	Pendleton, Ore.	1240	250	561
	Pullman, Wash.	1250	5000	620

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KWTO	Springfield, Mo.	560	5000 d. (C.P. 5000 d. 1000 n.)	486
KWYO	Sheridan, Wyoming	1400	250	635
KXA	Seattle, Wash.	770	1000	621
KXEL	Waterloo, Iowa	1540	50000	433
KXL	Portland, Ore.	750	10000	562
KXO	El Centro, Calif.	1490	100	357
KXOK	St. Louis, Mo.	630	5000	484
KXOX	Sweetwater, Tex.	1240	250	609
KXRO	Aberdeen, Wash.	1340	250	619
KXYZ	Houston, Tex.	1320	5000 (C.P. 740 Kc.; 50000)	605
KYA	San Francisco, Calif.	1260	5000 d., 1000 n.	372
KYCA	Prescott, Ariz.	1490	250	352
KYOS	Merced, Calif.	1490	250	365
KYSM	Mankato, Minn.	1230	250	473
KYUM	Yuma, Ariz.	1240	250	352
KYW	Philadelphia, Pa.	1060	50000	570
WAAB	Worcester, Mass.	1440	5000	460
WAAC	Ft. Myers, Fla.	1240	250 (Was WFTM)	389
WAAF	Chicago, Ill.	950	1000	407
WAAT	Newark, N. J.	970	1000	499
WABC	New York, N. Y.	880	50000	509
WABI	Bangor, Me.	1230	250 (C.P. 910 Kc.; 5000; S.A. 910; 250)	448
WABY	Albany, N. Y.	1400	250	503
WACO	Waco, Tex.	1450	250	610
WADC	Tallmadge, (Akron) Ohio	1350	5000	542
WAGA	Atlanta, Ga.	590	5000	397
WAGE	Syracuse, N. Y.	620	1000	520
WAGF	Dothan, Ala.	1400	250	348
WAGM	Presque Isle, Maine	1450	100	449
WAIM	Anderson, S. C.	1230	250	585
WAIR	Winston-Salem, N. C.	1340	250	538
WAIT	Chicago, Ill.	820	5000	409
WAJR	Morgantown, W. Va.	1230	250	626
WAKR	Akron, Ohio	1590	5000	542
WALA	Mobile, Ala.	1410	5000	349
WALB	Albany, Ga.	1590	1000	397
WALL	Middletown, N. Y.	1340	250	509
WAML	Laurel, Miss.	1340	250	479
WAOV	Vincennes, Ind.	1450	250	426
WAPI	Birmingham, Ala.	1070	5000	347
WAPO	Chattanooga, Tenn.	1150	5000 d., 1000 n.	591
WARM	Scranton, Pa.	1400	250	578
WASK	Lafayette, Ind.	1450	250	425
WATL	Atlanta, Ga.	1400	250	397
WATN	Watertown, N. Y.	1240	250	529
WATR	Waterbury, Conn.	1320	1000	385
WATW	Ashland, Wisc.	1400	100	629
WAVE	Louisville, Ky.	970	5000	442
WAWZ	Zarephath, N. J.	1380	1000 d., 5000 n.	501
WAYS	Charlotte, N. C.	610	1000	531
WAYX	Waycross, Ga.	1230	250	403
WAZL	Hazleton, Pa.	1450	250	569
WBAA	West Lafayette, Ind.	920	5000 d., 1000 n.	426
WBAB	Atlantic City, N. J.	1490	250	497
WBAL	Baltimore, Md.	1090	50000	451
WBAP	Fort Worth, Tex.	820	50000	604
WBAX	Wilkes-Barre, Pa.	1240	100	580
WBBB	Burlington, N. C.	920	1000	531
WBBL	Richmond, Va.	1240	100	617
WBBM	Chicago, Ill.	780	50000	409
WBBR	Brooklyn, N. Y.	1330	1000	505
WBBZ	Ponca City, Okla.	1230	250	558
WBCM	Bay City, Mich.	1440	1000 d., 500 n.	463
WBEN	Buffalo, N. Y.	930	5000	506

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WBHP	Huntsville, Ala.	1230	250	348
WBIG	Greensboro, N. C.	1470	5000	534
WBIR	Knoxville, Tenn.	1240	250	592
WBLJ	Dalton, Ga.	1230	250	401
WBLK	Clarksburg, W. Va.	1400	250	625
WBML	Macon, Ga.	1240	250	401
WBNS	Columbus, Ohio	1460	5000 d., 1000 n.	549
WBNX	New York, N. Y.	1380	5000	509
WBNY	Buffalo, N. Y.	1400	250	505
WBOC	Salisbury, Md.	1230	250	453
WBOW	Terre Haute, Ind.	1230	250	426
WBRC	Birmingham, Ala.	960	5000	347
WBRE	Wilkes-Barre, Pa.	1340	250	580
WBRK	Pittsfield, Mass.	1340	250	459
WBRW	Welch, W. Va.	1340	250	626
WBRY	Waterbury, Conn.	1590	1000	385
WBT	Charlotte, N. C.	1110	50000	531
WBTA	Batavia, N. Y.	1490	250	504
WBTH	Williamson, W. Va.	1400	250	627
WBTM	Danville, Va.	1400	250	615
WBYN	Brooklyn, N. Y.	1430	1000 d., 500 n.	505
WBZ	Boston, Mass.	1030	50000	455
WBZA	Springfield, Mass.	1030	1000	455
WCAE	Pittsburgh, Pa.	1250	5000	577
WCAL	Northfield, Minn.	770	5000	476
WCAM	Camden, N. J.	1310	500	497
WCAO	Baltimore, Md.	600	5000	452
WCAP	Asbury Park, N. J.	1310	500	497
WCAR	Pontiac, Mich.	1130	1000	469
WCAT	Rapid City, S. Dak.	1230	100	589
WCAU	Philadelphia, Pa.	1210	50000	571
WCAX	Burlington, Vt.	620	1000	614
WCAZ	Carthage, Ill.	1080	250	407
WCBA	Allentown, Pa.	1470	500	565
WCBI	Columbus, Miss.	1340	250	477
WCBM	Baltimore, Md.	1400	250	451
WCBS	Springfield, Ill.	1450	250	420
WCBT	Roanoke Rapids, N. C.	1230	250	537
WCCO	Minneapolis, Minn.	830	50000	473
WCED	Du Bois, Pa.	1230	250	565
WCFL	Chicago, Ill.	1000	10000	409
WCHS	Charleston, W. Va.	580	5000	625
WCHV	Charlottesville, Va.	1450	250	615
WCKY	Cincinnati, Ohio	1530	50000	542
WCLE	Cleveland, Ohio	610	500	545
WCLO	Janesville, Wisc.	1230	250	630
WCLS	Joliet, Ill.	1340	250	418
WCMI	Ashland, Ky.	1340	250	441
WCNC	Elizabeth City, N. C.	1400	250	533
WCOA	Pensacola, Florida	1370	1000 d., 500 n.	394
WCOC	Meridian, Miss.	910	1000	479
WCOL	Columbus, Ohio	1230	250	549
WCOP	Boston, Mass.	1150	500	455
WCOS	Columbia, S. C.	1400	250	587
WCOU	Lewiston, Me.	1240	250	448
WCOV	Montgomery, Ala.	1240	250	349
WCPO	Cincinnati, Ohio	1230	250	543
WCRS	Greenwood, S. C.	1450	250	588
WCRW	Chicago, Ill.	1240	100	409
WCSC	Charleston, S. C.	1390	1000 d., 500 n.	585
WCSH	Portland, Maine	970	5000	448
WDAE	Tampa, Florida	1250	5000	395

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WDAF	Kansas City, Mo.	610	5000	483
WDAK	Columbus, Ga.	1340	250	400
WDAN	Danville, Ill.	1490	250	415
WDAS	Philadelphia, Pa.	1400	250	571
WDAY	Fargo, N. Dak.	970	5000	539
WDBC	Escanaba, Mich.	1490	250	465
WDBJ	Roanoke, Va.	960	5000	618
WDBO	Orlando, Fla.	580	5000	393
WDEF	Chattanooga, Tenn.	1400	250	591
WDEL	Wilmington, Delaware	1150	5000	386
WDEV	Waterbury, Vt.	550	1000	614
WDGY	Minneapolis, Minn.	1130	5000 d., 500 n.	473
WDLP	Panama City, Fla.	1230	250	393
WDMJ	Marquette, Mich.	1340	250	468
WDNC	Durham, N. C.	1490	250	533
WDOD	Chattanooga, Tenn.	1310	5000	591
WDRC	Hartford, Conn.	1360	5000	381
WDSM	Superior, Wisc.	1230	250	634
WDSU	New Orleans, La.	1280	1000 (C.P.T. 5 Kw. da.)	444
WDWS	Champaign, Ill.	1400	250	407
WDZ	Tuscola, Ill.	1050	1000	420
WEAF	New York, N. Y.	660	50000	509
WEAN	Providence, R. I.	790	5000	583
WEAU	Eau Claire, Wisc.	790	5000 d., 1000 n.	629
WEBC	Duluth, Minn.	1320	5000	471
WEBQ	Harrisburg, Ill.	1240	250	417
WEBR	Buffalo, N. Y.	1340	250	506
WEDC	Chicago, Ill.	1240	250	409
WEED	Rocky Mount, N. C.	1450	250	537
WEEI	Boston, Mass.	590	5000	455
WEEU	Reading, Pa.	850	1000	578
WEGO	Concord, N. C.	1410	1000	532
WEIM	Fitchburg, Mass.	1340	250	457
WELI	New Haven, Conn.	960	1000 d., 500 n.	383
WELL	Battle Creek, Mich.	1400	250	463
WEMP	Milwaukee, Wisc.	1340	250	633
WENR	Chicago, Ill.	890	50000	411
WENY	Elmira, N. Y.	1230	250	506
WEOA	Evansville, Ind.	1400	250	421
WERC	Erie, Pa.	1490	250	567
WEST	Easton, Pa.	1400	250	566
WESX	Marble Head, Mass.	1230	250	459
WEVD	New York, N. Y.	1330	5000	510
WEW	St. Louis, Mo.	770	1000	485
WEXL	Royal Oak, Mich.	1340	250	469
WFAA	Dallas, Tex.	820	50000	601
WFAS	White Plains, N. Y.	1230	250	530
WFBC	Greenville, S. C.	1330	5000	587
WFBG	Altoona, Pa.	1340	250	565
WFBL	Syracuse, N. Y.	1390	5000	527
WFBM	Indianapolis, Ind.	1260	5000	423
WFBR	Baltimore, Md.	1300	5000	452
WFCI	Pawtucket, R. I.	1420	1000	583
WFDF	Flint, Mich.	910	1000	467
WFEA	Manchester, N. H.	1370	5000	495
WFHR	Wisconsin Rapids, Wisc.	1340	250	634
WFIG	Sumter, S. C.	1340	250	588
WFIL	Philadelphia, Pa.	560	1000	573
WFIN	Findlay, Ohio	1330	1000	551
WFLA	Tampa, Fla.	970	5000 d., 1000 n.	395
WFMD	Frederick, Md.	930	500	453
WFMJ	Youngstown, Ohio	1450	250	555
WFNC	Fayetteville, N. C.	1450	250	533
WFOR	Hattiesburg, Miss.	1400	250	478

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WFOY	St. Augustine, Fla.	1240	250	394
WFPG	Atlantic City, N. J.	1450	250	497
WFTC	Kinston, N. C.	1230	250	536
WFTL	Fort Lauderdale, Fla.	1400	250 (C.P. 710 10000)	389
WFVA	Fredericksburg, Va.	1290	250	615
WGAA	Cedartown, Ga.	1340	250	400
WGAC	Augusta, Ga.	1240	250	399
WGAL	Lancaster, Pa.	1490	250	569
WGAN	Portland, Me.	560	5000	449
WGAR	Cleveland, Ohio	1480	5000 d., 1000 n. (C.P.T. Broadview Heights Village—5 Kw.-1220)	545
WGAU	Athens, Ga.	1340	250	397
WGBB	Freeport, N. Y.	1240	100	507
WGBF	Evansville, Ind.	1280	5000 d., 1000 n.	421
WGBG	Greensboro, N. C.	980	1000	534
WGBI	Scranton, Pa.	910	1000 d., 500 n.	579
WGBR	Goldsboro, N. C.	1400	250	535
WGCM	Gulfport, Miss.	1240	250	478
WGES	Chicago, Ill.	1390	5000	411
WGGA	Gainesville, Ga.	1240	250	401
WGH	Newport News, Va.	1340	250	616
WGIL	Galesburg, Ill.	1400	250	417
WGKV	Charleston, W. Va.	1490	100	625
WGL	Fort Wayne, Ind.	1450	250	421
WGN	Chicago, Ill.	720	50000	411
WGNC	Gastonia, N. C.	1450	250	533
WGNY	Newburgh, N. Y.	1220	1000	509
WGOV	Valdosta, Ga.	1450	250	403
WGPC	Albany, Ga.	1450	250	397
WGR	Buffalo, N. Y.	550	5000 d., 1000 n.	506
WGRC	Louisville, Ky.	1400	250	425
WGRM	Greenwood, Miss.	1240	250	477
WGST	Atlanta, Ga.	920	5000 d., 1000 n.	399
WGTC	Greenville, N. C.	1490	250	535
WGTM	Wilson, N. C.	1340	250	538
WGY	Schenectady, N. Y.	810	50000	527
WHA	Madison, Wisc.	970	5000	630
WHAI	Greenfield, Mass.	1240	250	457
WHAM	Rochester, N. Y.	1180	50000	525
WHAS	Louisville, Ky.	840	50000	442
WHAT	Philadelphia, Pa.	1340	100	575
WHAZ	Troy, N. Y.	1330	1000	529
WHB	Kansas City, Mo.	880	1000	483
WHBB	Selma, Ala.	1490	100	350
WHBC	Canton, Ohio	1230	250 (C.P. 1 Kw. 1480)	542
WHBF	Rock Island, Ill.	1270	5000	419
WHBI	Newark, N. J.	1280	2500 d., 1000 n.	499
WHBL	Sheboygan, Wisc.	1330	1000 d., 250 n.	634
WHBQ	Memphis, Tenn.	1400	250	593
WHBU	Anderson, Ind.	1240	250	421
WHBY	Appleton, Wisc.	1230	250	629
WHCU	Ithaca, N. Y.	870	1000	507
WHDF	Calumet, Mich.	1400	250	463
WHDH	Boston, Mass.	850	5000	455
WHDL	Town of Allegany (Olean), N. Y.	1450	250	523
WHEB	Portsmouth, N. H.	750	1000	495
WHEC	Rochester, N. Y.	1460	1000 d., 500 n.	525
WHFC	Cicero, Ill.	1450	250	415
WHIO	Dayton, Ohio	1290	5000	550
WHIS	Bluefield, W. Va.	1440	1000 d., 500 n.	624
WHIT	New Berne, N. C.	1450	250	536
WHIZ	Zanesville, Ohio	1240	250	555
WHJB	Greensburg, Pa.	620	250	567
WHK	Cleveland, Ohio	1420	5000	547
WHKC	Columbus, Ohio	640	500	549
WHKY	Hickory, N. C.	1290	5000 d., 1000 n.	535
WHLB	Virginia, Minn.	1400	250	476

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WHLD	Niagara Falls, N. Y.	1290	1000	523
WHLN	Harlan, Ky.	1450	250	441
WHLS	Port Huron, Mich.	1450	250	469
WHMA	Anniston, Ala.	1450	250	347
WHN	New York, N. Y.	1050	50000	510
WHO	Des Moines, Ia.	1040	50000	429
WHOM	Jersey City, N. J.	1480	1000 d., 500 n.	499
WHOP	Hopkinsville, Ky.	1230	250	441
WHP	Harrisburg, Pa.	1460	5000 d., 1000 n.	568
WHUB	Cookeville, Tenn.	1400	250	591
WHYN	Holyoke, Mass.	1400	250	458
WIAC	Hato Rey, P. R.	580	5000	639
WIBA	Madison, Wisc.	1310	5000	630
WIBC	Indianapolis, Ind.	1070	5000 d., 1000 n. (C.P. 5 Kw.-da.-n.)	424
WIBG	Philadelphia (Glenside), Pa.	990	10000	573
WIBM	Jackson, Mich.	1450	250	467
WIBU	Poynette, Wisc.	1240	250	633
WIBW	Topeka, Kans.	580	5000	437
WIBX	Utica, N. Y.	1230	250	529
WICA	Ashtabula, Ohio	970	1000	542
WICC	Bridgeport, Conn.	600	1000 d., 500 n.	381
WIGM	Medford, Wisc.	1490	250	631
WIL	St. Louis, Mo.	1230	250	485
WILL	Urbana, Ill.	580	5000	420
WILM	Wilmington, Del.	1450	250	385
WINC	Winchester, Va.	1400	250	618
WIND	Gary, Ind.	560	5000	423
WING	Dayton, Ohio	1410	5000	550
WINN	Louisville, Ky.	1240	250	442
WINS	New York, N. Y.	1000	1000	513
WINX	Washington, D. C.	1340	250 & 50-amp.	387
WIOD	Miami, Fla.	610	5000	392
WIP	Philadelphia, Pa.	610	5000	575
WIRE	Indianapolis, Ind.	1430	5000	424
WIS	Columbia, S. C.	560	5000	587
WISE	Asheville, N. C.	1230	250	531
WISH	Indianapolis, Ind.	1310	5000 d., 1000 n.	425
WISN	Milwaukee, Wisc.	1150	5000	631
WISR	Butler, Pa.	680	250	565
WITH	Baltimore, Md.	1230	250	452
WIZE	Springfield, Ohio	1340	250	553
WJAC	Johnstown, Pa.	1400	250	570
WJAG	Norfolk, Nebr.	1090	1000	489
WJAR	Providence, R. I.	920	5000	583
WJAS	Pittsburgh, Pa.	1320	5000	578
WJAX	Jacksonville, Fla.	930	5000 d., 1000 n.	391
WJBC	Bloomington, Ill.	1230	250	407
WJBK	Detroit, Mich.	1490	250	463
WJBO	Baton Rouge, La.	1150	5000	443
WJBW	New Orleans, La.	1230	250	444
WJBY	Gadsden, Ala.	1240	250	348
WJDX	Jackson, Miss.	1300	5000 d., 1000 n.	478
WJEJ	Hagerstown, Md.	1240	250	453
WJHL	Johnson City, Tenn.	910	1000	592
WJHO	Opelika, Ala.	1400	250 d., 100 n.	350
WJHP	Jacksonville, Fla.	1320	250	391
WJIM	Lansing, Mich.	1240	250	468
WJJD	Chicago, Ill.	1160	20000	413
WJLB	Detroit, Mich.	1400	250	463
WJLD	Bessemer, Ala.	1400	250	347
WJLS	Beckley, W. Va.	1240	250	624
WJMC	Rice Lake, Wisc.	1240	250	633
WJMS	Ironwood, Mich.	1450	250	467
WJNO	West Palm Beach, Fla.	1230	250	395
WJOB	Hammond, Ind.	1230	250	423
WJPA	Washington, Pa.	1450	250	580

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WJPF	Herrin, Ill.	1340	250	417
WJPR	Greenville, Miss.	1340	250	477
WJR	Detroit, Mich.	760	50000	465
WJRD	Tuscaloosa, Ala.	1230	250	350
WJTN	Jamestown, N. Y.	1240	250	507
WJW	Cleveland, Ohio	1240	250 (C.P. 850 5000)	549
WJZ	New York, N. Y.	770	50000	513
WJZM	Clarksville, Tenn.	1400	250	591
WKAQ	San Juan, Puerto Rico	620	5000	639
WKAR	East Lansing, Mich.	870	5000	465
WKAT	Miami Beach, Fla.	1360	1000	393
WKBB	Dubuque, Ia.	1490	250	429
WKBH	La Crosse, Wisc.	1410	1000	630
WKBN	Youngstown, Ohio	570	5000	555
WKBO	Harrisburg, Pa.	1230	250	568
WKBV	Richmond, Ind.	1490	100	426
WKBW	Buffalo, N. Y.	1520	50000	506
WKBZ	Muskegon, Mich.	1490	250	468
WKEU	Griffin, Ga.	1450	100	401
WKEY	Covington, Va.	1340	250	
WKIP	Poughkeepsie, N. Y.	1450	250	525
WKMO	Kokomo, Ind.	1400	250	425
WKNE	Keene, N. H.	1290	5000	493
WKNY	Kingston, N. Y.	1490	250	507
WKOK	Sunbury, Pa.	1240	250	579
WKPA	New Kensington, Pa.	1150	250	570
WKPT	Kingsport, Tenn.	1400	250	592
WKRC	Cincinnati, Ohio	550	5000 d., 1000 n.	543
WKRO	Cairo, Ill.	1490	250	407
WKST	New Castle, Pa.	1280	1000	570
WKWK	Wheeling, W. Va.	1400	250	626
WKY	Oklahoma City, Okla.	930	5000 d., 1000 n. (C.P. 5000)	557
WKZO	Kalamazoo, Mich.	590	5000	468
WLAC	Nashville, Tenn.	1510	50000	595
WLAG	La Grange, Ga.	1240	250	401
WLAK	Lakeland, Fla.	1340	250	391
WLAP	Lexington, Ky.	1450	250	442
WLAV	Grand Rapids, Mich.	1340	250	467
WLAW	Lawrence, Mass.	680	5000	458
WLAY	Muscle Shoals City, Ala.	1450	250	349
WLB	Minneapolis, Minn.	770	5000	473
WLBC	Muncie, Ind.	1340	250	425
WLBJ	Bowling Green Ky.	1340	250	441
WLBL	Stevens Point, Wisc.	930	5000	634
WLBZ	Bangor, Me.	620	5000	448
WLDS	Jacksonville, Ill.	1180	250	418
WLEU	Erie, Pa.	1450	250	566
WLIB	Brooklyn, N. Y.	1190	1000	505
WLLH	Lowell, Mass.	1400	250	459
WLNH	Laconia, N. H.	1340	250	493
WLOF	Orlando, Fla.	1230	250	393
WLOG	Logan, W. Va.	1230	250	626
WLOK	Lima, Ohio	1240	250	551
WLOL	Minneapolis, Minn.	1330	1000	473
WLPM	Suffolk, Va.	1450	250	618
WLS	Chicago, Ill.	890	50000	413
WLVA	Lynchburg, Va.	1230	250	616
WLW	Cincinnati, Ohio	700	50000	545
WMAL	Washington, D. C.	630	5000	387
WMAM	Marinette, Wisc.	570	250	631
WMAN	Mansfield, Ohio	1400	250	551
WMAQ	Chicago, Ill.	670	50000	415
WMAS	Springfield, Mass.	1450	250	459
WMAZ	Macon, Ga.	940	5000	402

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WMBD	Peoria, Ill.	1470	500 d., 100 n.	418
WMBG	Richmond, Va.	1380	5000	617
WMBH	Joplin, Mo.	1450	250	481
WMBI	Chicago, Ill.	1110	5000	415
WMBO	Auburn, N. Y.	1340	250	504
WMBR	Jacksonville, Fla.	1460	250	391
WMBS	Uniontown, Pa.	590	1000	579
WMC	Memphis, Tenn.	790	5000	595
WMCA	New York, N. Y.	570	5000	515
WMEX	Boston, Mass.	1510	5000	455
WMFD	Wilmington, N. C.	1460	250	538
WMFF	Plattsburg, N. Y.	1340	250	523
WMFG	Hibbing, Minn.	1240	250	471
WMFJ	Daytona Beach, Fla.	1450	250	389
WMFR	High Point, N. C.	1230	250	535
WMGA	Moultrie, Ga.	1400	250	402
WMIN	St. Paul, Minn.	1400	250	475
WMIS	Natchez, Miss.	1490	250	479
WMJM	Cordele, Ga.	1490	250 d., 100 n.	401
WMMN	Fairmont, W. Va.	920	5000	625
WMOB	Mobile, Ala.	1230	250	349
WMOG	Brunswick, Ga.	1490	250 d., 100 n.	400
WMPC	Lapeer, Mich.	1230	250	468
WMPS	Memphis, Tenn.	1460	1000 d., 500 n.	593
WMRC	Greenville, S. C.	1490	250	587
WMRF	Lewistown, Pa.	1490	250	570
WMRN	Marion, Ohio	1490	250	551
WMRO	Aurora, Ill.	1280	250	407
WMSL	Decatur, Ala.	1460	250	348
WMT	Cedar Rapids-Waterloo, Ia.	600	5000	427
WMUR	Manchester, N. H.	610	5000 d., 1000 n.	495
WMVA	Martinsville, Va.	1450	250	616
WNAB	Bridgeport, Conn.	1450	250	381
WNAC	Boston, Mass.	1260	5000	457
WNAD	Norman, Okla.	640	100	557
WNAX	Yankton, S. D.	570	5000	590
WNBC	Hartford, Conn.	1410	5000	381
WNBF	Binghamton, N. Y.	1290	5000	504
WNBH	New Bedford, Mass.	1340	250	459
WNBZ	Saranac Lake, N. Y.	1320	100	525
WNEL	San Juan, Puerto Rico	1320	5000	639
WNEW	New York, N. Y.	1130	10000	517
WNLC	New London, Conn.	1490	250	383
WNOE	New Orleans, La.	1450	250	444
WNOX	Knoxville, Tenn.	990	10000	592
WNYC	New York, N. Y.	830	1000	515
WOAI	San Antonio, Tex.	1200	50000	608
WOC	Davenport, Ia.	1420	5000	428
WOI	Ames, Ia.	640	5000	427
WOKO	Albany, N. Y.	1460	10000 d., 500 n.	503
WOL	Washington, D. C.	1260	1000	387
WOLF	Syracuse, N. Y.	1490	250	528
WOLS	Florence, S. C.	1230	250	587
WOMI	Owensboro, Ky.	1490	250	442
WOMT	Manitowoc, Wisc.	1240	100	630
WOOD	Grand Rapids, Mich.	1300	5000	467
WOPI	Bristol, Tenn.	1490	250	590
WOR	New York, N. Y.	710	50000	519
WORC	Worcester, Mass.	1310	1000	460
WORD	Spartanburg, S. C.	1400	250	588
WORK	York, Pa.	1350	1000	581
WORL	Boston, Mass.	950	1000	457
WOSH	Oshkosh, Wisc.	1490	250	633

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WOSU	Columbus, Ohio	820	5000	549
WOV	New York, N. Y.	1280	5000	523
WOW	Omaha, Nebr.	590	5000	492
WOWO	Fort Wayne, Ind.	1190	10000	423
WPAB	Ponce, Puerto Rico	1370	1000	638
WPAD	Paducah, Ky.	1450	250	443
WPAR	Parkersburg, W. Va.	1450	250	626
WPAT	Paterson, N. J.	930	1000	500
WPAX	Thomasville, Ga.	1240	250	403
WPAY	Portsmouth, Ohio	1400	250	551
WPDQ	Jacksonville, Fla.	1270	5000	391
WPEN	Philadelphia, Pa.	950	5000	557
WPIC	Sharon, Pa.	790	1000	579
WPRA	Mayaguez, Puerto Rico	990	5000 d., 1000 n.	638
WPRO	Providence, R. I.	630	5000	585
WPRP	Ponce, Puerto Rico	1420	250	639
WPTF	Raleigh, N. C.	680	50000	537
WQAM	Miami, Fla.	560	5000 d., 1000 n.	392
WQAN	Scranton, Pa.	910	1000 d., 500 n.	579
WQBC	Vicksburg, Miss.	1390	1000	479
WQXR	New York, N. Y.	1560	10000	521
WRAK	Williamsport, Pa.	1400	250	580
WRAL	Raleigh, N. C.	1240	250	536
WRAW	Reading, Pa.	1340	250	578
WRBL	Columbus, Ga.	1230	250	400
WRC	Washington, D. C.	980	5000	388
WRDO	Augusta, Me.	1400	100 (C.P. 250)	447
WRDW	Augusta, Ga.	1480	5000	400
WREC	Memphis, Tenn.	600	5000	593
WREN	Lawrence, Kans.	1250	5000 d., 1000 n.	437
WRGA	Rome, Ga.	1490	250	402
WRJN	Racine, Wisc.	1400	250	633
WRLC	Toccoa, Ga.	1450	250	403
WRNL	Richmond, Va.	910	5000	617
WROK	Rockford, Ill.	1440	1000 d., 500 n.	419
WROL	Knoxville, Tenn.	620	1000 d., 500 n.	592
WRR	Dallas, Tex.	1310	5000	603
WRRF	Washington, N. C.	930	1000	538
WRRN	Warren, Ohio	1400	250	553
WRUF	Gainesville, Fla.	850	5000	391
WRVA	Richmond, Va.	1140	50000	618
WSAI	Cincinnati, Ohio	1360	5000	545
WSAJ	Grove City, Pa.	1340	100	567
WSAM	Saginaw, Mich.	1400	250	469
WSAN	Allentown, Pa.	1470	500	565
WSAP	Portsmouth, Va.	1490	250	616
WSAR	Fall River, Mass.	1480	1000	457
WSAU	Wausau, Wisc.	1400	250	634
WSAV	Savannah, Ga.	1340	250	402
WSAY	Rochester, N. Y.	1240	250	525
WSAZ	Huntington, W. Va.	930	1000	625
WSB	Atlanta, Ga.	750	50000	399
WSBA	York, Pa.	900	1000	581
WSBC	Chicago, Ill.	1240	250	415
WSBT	South Bend, Ind.	960	1000	426
WSFA	Montgomery, Ala.	1440	1000 d., 500 n.	349
WSGN	Birmingham, Ala.	610	5000 d., 1000 n.	348
WSIX	Nashville, Tenn.	980	5000	595
WSJS	Winston-Salem, N. C.	600	5000	539
WSKB	McComb, Miss.	1230	250	479
WSLB	Ogdensburg, N. Y.	1400	250	523
WSLI	Jackson, Miss.	1450	250	478
WSLS	Roanoke, Va.	1240	250	618

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WSM	Nashville, Tenn.	650	50000	597
WSMB	New Orleans, La.	1350	5000	445
WSNJ	Bridgeton, N. J.	1240	250	497
WSNY	Schenectady, N. Y.	1240	250	528
WSOC	Charlotte, N. C.	1240	250	532
WSON	Henderson, Ky.	860	250	441
WSOO	Sault Ste. Marie, Mich.	1230	250 d., 100 n.	469
WSOY	Decatur, Ill.	1340	250	417
WSPA	Spartanburg, S. C.	950	5000 d., 1000 n.	588
WSPB	Sarasota, Fla.	1450	250	394
WSPD	Toledo, Ohio	1370	5000	553
WSPR	Springfield, Mass.	1270	500	460
WSRR	Stamford, Conn.	1400	250	385
WSTP	Salisbury, N. C.	1490	250	538
WSTV	Steubenville, Ohio	1340	250	553
WSUI	Iowa City, Ia.	910	5000	429
WSUN	St. Petersburg, Fla.	620	5000	394
WSVA	Harrisonburg, Va.	550	1000	615
WSYB	Rutland, Vt.	1380	1000	614
WSYR	Syracuse, N. Y.	570	5000	528
WTAD	Quincy, Ill.	930	1000	418
WTAG	Worcester, Mass.	580	5000	460
WTAL	Tallahassee, Fla.	1340	250 d., 100 n.	395
WTAM	Cleveland, Ohio	1100	50000	547
WTAQ	Green Bay, Wisc.	1360	5000	629
WTAR	Norfolk, Va.	790	5000	616
WTAW	College Station, Tex.	1150	1000	600
WTAX	Springfield, Ill.	1240	100	420
WTBO	Cumberland, Md.	820	250 (C.P. 1450 Kc.)	453
WTCM	Traverse City, Mich.	1400	250	469
WTCN	Minneapolis, Minn.	1280	500 d., 1000 n.	475
WTEL	Philadelphia, Pa.	1340	100	557
WTHT	Hartford, Conn.	1230	250	383
WTIC	Hartford, Conn.	1080	50000	383
WTJS	Jackson, Tenn.	1390	1000	591
WTMA	Charleston, S. C.	1250	1000	585
WTMC	Ocala, Fla.	1490	250	393
WTMJ	Milwaukee, Wisc.	620	5000	631
WTMV	East St. Louis, Ill.	1490	250	417
WTNJ	Trenton, N. J.	1310	500	500
WTOC	Savannah, Ga.	1290	5000	402
WTOP	Washington, D. C.	1500	50000	388
WTOL	Toledo, Ohio	1230	250	553
WTRC	Elkhart, Ind.	1340	250	421
WTRY	Troy, N. Y.	980	1000	529
WTSP	St. Petersburg, Fla.	1380	1000 d., 500 n.	394
WTTM	Trenton, N. J.	920	1000	500
WWDC	Washington, D. C.	1450	250	388
WWJ	Detroit, Mich.	950	5000	465
WWL	New Orleans, La.	870	50000	445
WWNC	Asheville, N. C.	570	1000	531
WWNY	Watertown, N. Y.	790	1000	530
WWPG	Palm Beach, Fla.	1340	250	393
WWRL	Woodside, N. Y.	1600	250	530
WWSR	St. Albans, Vt.	1420	1000	614
WWSW	Pittsburgh, Pa.	1490	250	578
WWVA	Wheeling, W. Va.	1170	50000	627
WXYZ	Detroit, Mich.	1270	5000	468

STATIONS BY CITIES

● MAJOR NETWORK AFFILIATIONS ●

Key to Network Abbreviations: C—Columbia Broadcasting System; M—Mutual Broadcasting System; B—Blue Network Co.; N—National Broadcasting Co.

City and State	Call Letters	Major Network
Aberdeen, S. D.	KABR	M
Aberdeen, Wash.	KXRO	M
Abilene, Texas	KRBC	M
Ada, Okla.	KADA	B
Akron, Ohio (Tallmadge)	WADC	C
	WAKR	B
Alamosa, Colo.	KGIW	
Albany, Ga.	WALB	M
	WGPC	C
Albany, N. Y.	WABY	M
	WOKO	C
Albany, Oregon	KWIL	M
Albert Lea, Minn.	KATE	M
Albuquerque, N. M.	KGGM	C
	KOB	N
Alexandria, La.	KALB	B
Allentown, Pa.	WCBA	
	WSAN	
Altoona, Pa.	WFBG	N-B
Amarillo, Texas	KFDA	M
	KGNC	N
Ames, Iowa	WOI	B
Anchorage, Alaska	KFQD	
Anderson, Ind.	WHBU	
Anderson, S. C.	WAIM	C
Anniston, Ala.	WHMA	B
Appleton, Wisc.	WHBY	M
Ardmore, Okla.	KVSO	B
Asbury Park, N. J.	WCAP	
Asheville, N. C.	WISE	M-N
	WWNC	C
Ashland, Ky.	WCMI	M-B
Ashland, Wisc.	WATW	M
Ashtabula, Ohio	WICA	
Astoria, Ore.	KAST	M
Atchison, Kans.	KVAK	
Athens, Ga.	WGAU	C
Atlanta, Ga.	WAGA	B
	WATL	M
	WGST	C
	WSB	N
Atlantic City, N. J.	WBAB	C
	WFPG	
Auburn, N. Y.	WMBO	
Augusta, Ga.	WGAC	B
	WRDW	C
Augusta, Me.	WRDO	M-N
Aurora, Ill.	WMRO	
Austin, Texas	KNOW	B-M
	KTBC	C
Baker, Ore.	KBKR	
Bakersfield, Calif.	KERN	B
	KPMC	M
Baltimore, Md.	WBAL	N
	WCAO	C
	WCBM	B
	WFBR	M
	WITH	
Bangor, Me.	WABI	C
	WLBZ	N
Bartlesville, Okla.	KWON	M
Batavia, N. Y.	WBTA	
Baton Rouge, La.	WJBO	B
Battle Creek, Mich.	WELL	B
Bay City, Mich.	WBCM	B
Beaumont, Tex.	KFDM	B
	KRIC	
Beckley, W. Va.	WJLS	C
Bellingham, Wash.	KVOS	
Bend, Ore.	KBND	
Berkeley, Calif.	KRE	
Bessemer, Ala.	WJLD	
Big Spring, Tex.	KBST	M
Billings, Mont.	KGHL	
Binghamton, N. Y.	WNBF	C-M
Birmingham, Ala.	WAPI	C
	WBRC	N
	WSGN	B-M
Bismarck, N. D.	KFYR	N
Bloomington, Ill.	WJBC	
Bluefield, W. Va.	WHIS	N-B
Blytheville, Ark.	KLCN	
Boise, Ida.	KIDO	N
Boone, Iowa.	KFGQ	
Boston, Mass.	WBZ	N
	WCOP	
	WEEI	C
	WHDH	B
	WMEX	
	WNAC	M
	WORL	
Bowling Green, Ky.	WLBJ	M
Bozeman, Mont.	KRBM	N-B
Brady, Texas	KNEL	
Bridgeport, Conn.	WICC	M
	WNAB	B

City and State	Call Letters	Major Network
Bridgeton, N. J.	WSNJ	
Bristol, Tenn.	WOPI	N
Brooklyn, N. Y.	WBBR	
	WBYN	
	WLIB	
Brownsville, Texas	KEEW	
Brownwood, Texas	KBWD	
Brunswick, Ga.	WMOG	
Buffalo, N. Y.	WBEN	N
	WBNY	
	WEBR	B
	WGR	M
	WKBW	C
Burlington, Ia.	KBUR	B
Burlington, N. C.	WBBB	M
Burlington, Vt.	WCAX	C
Butler, Pa.	WISR	
Butte, Mont.	KGIR	N
Cairo, Ill.	WKRO	
Calumet, Mich.	WHDF	
Camden, N. J.	WCAM	
Canton, Ohio	WHBC	M
Cape Girardeau, Mo.	KFVS	
Carlsbad, N. M.	KAVE	
Carthage, Ill.	WCAZ	
Casper, Wyoming	KDFN	
Cedar City, Utah	KSUB	
Cedar Rapids, Iowa	WMT	C
Cedartown, Ga.	WGAA	
Centralia-Chehalis, Wash.	KELA	M
Champaign, Ill.	WDWS	C
Charleston, S. C.	WCSC	C
	WTMA	N
Charleston, W. Va.	WCHS	C
	WGKV	N
Charlotte, N. C.	WAYS	B-M
	WBT	C
	WSOC	N
Charlottesville, Va.	WCHV	B
Chattanooga, Tenn.	WAPO	N
	WDEF	B-M
	WDOD	C
Cheyenne, Wyo.	KFBC	B
Chicago, Ill.	WAAF	
	WAIT	
	WBBM	C
	WCFL	N-B
	WCRW	
	WEDC	
	WENR	B
	WGES	
	WGN	M
	WJJD	
	WLS	B
	WMAQ	N
	WMBI	
	WSBC	
Chico. Calif.	KHSL	M
Cicero, Ill.	WHFC	
Cincinnati, Ohio	WCKY	C
	WCPO	
	WKRC	M
	WLW	B-N
	WSAI	B-N
Clarksburg, W. Va.	WBLK	N
Clarksville, Tenn.	WJZM	M
Clayton (St. Louis) Mo.	KFUO	
Cleveland, Ohio.	WCLE	M
	WGAR	C
	WHK	M
	WJW	B
	WTAM	N
Clinton, Ia.	KROS	
Clovis, N. M.	KICA	
Coffeyville, Kans.	KGGF	B
College Station, Tex.	WTAW	B
Colorado Springs, Colo.	KVOR	C
Columbia, Mo.	KFRU	B
Columbia, S. C.	WCOS	B-M
	WIS	N
Columbus, Ga.	WRBL	C
	WDAK	B-M
Columbus, Miss	WCBI	M
Columbus, Ohio	WBNS	C
	WCOL	B
	WHKC	M
	WOSU	
Concord, N. C.	WEGO	
Cookeville, Tenn.	WHUB	
Cordele, Ga.	WMJM	
Corpus Christi, Tex.	KEYS	C
	KWBU	
	KRIS	M-N
Corsicana, Texas	KAND	M
Corvallis, Ore.	KOAC	
Covington, Va.	WKEY	B
Cumberland, Md.	WTBO	N
Dallas, Tex.	KRLD	C
	KSKY	
	WFAA	N
	WRR	M
The Dalles, Ore.	KODL	
Dalton, Ga.	WBLJ	M
Danville, Ill.	WDAN	C
Danville, Va.	WBTM	B-M
Davenport, Iowa	WOC	B
Dayton, Ohio	WHIO	C
	WING	B
Daytona Beach, Fla.	WMFJ	B
Decatur, Ala.	WMSL	M
Decatur, Ill.	WSOY	C
Decorah, Iowa	KWLC	
Denton, Tex.	KDNT	
Denver, Colo.	KFEL	M
	KLZ	C
	KMYR	
	KOA	N
	KPOF	
	KVOD	B
Des Moines, Iowa	KRNT	C
	KSO	B-M
	WHO	N
Detroit, Mich.	WJBK	
	WJLB	
	WJR	C
	WWJ	N
	WXYZ	B
Devils Lake, N. D.	KDLR	M
Dodge City, Kans.	KGNO	
Dothan, Ala.	WAGF	
Du Bois, Pa.	WCED	C

City and State	Call Letters	Major Network
Dubuque, Ia.	KDTH	M
	WKBB	B
Duluth, Minn.	KDAL	C
	WEBC	N
Durango, Colo.	KIUP	
Durham, N. C.	WDNC	C
East Lansing, Mich.	WKAR	
East St. Louis, Ill.	WTMV	
Easton, Pa.	WEST	M
Eau Claire, Wisc.	WEAU	N
El Centro, Calif.	KXO	M
El Dorado, Ark.	KELD	B
Elizabeth City, N. C.	WCNC	
Elk City, Okla.	KASA	
Elkhart, Ind.	WTRC	B
Elmira, N. Y.	WENY	M-N
El Paso, Tex.	KROD	C
	KTSM	N
Emporia, Kans.	KTSW	M
Enid, Okla.	KCRC	B
Erie, Pa.	WERC	C
	WLEU	B-M
Escanaba, Mich.	WDBC	B
Eugene, Ore.	KORE	M
Eureka, Calif.	KIEM	M
Evansville, Ind.	WEOA	C
	WGBF	N-B
Everett, Wash.	KEVE	
	KRKO	M
Fairbanks, Alaska	KFAR	
Fairmont, W. Va.	WMMN	C
Fall River, Mass.	WSAR	M
Fargo, N. D.	WDAY	N
Fayetteville, N. C.	WFNC	M
Fergus Falls, Minn.	KGDE	M
Findlay, Ohio	WFIN	
Fitchburg, Mass.	WEIM	M
Flint, Mich.	WFDF	B
Florence, S. C.	WOLS	B
Fond du Lac, Wis.	KFIZ	M
Fort Dodge, Ia.	KVFD	M
Fort Lauderdale, Fla.	WFTL	M
Fort Myers, Fla.	WAAC	C
Fort Smith, Ark.	KFPW	
Fort Wayne, Ind.	WGL	N
	WOWO	B
Fort Worth, Tex.	KFJZ	M
	KGKO	B
	WBAP	N
Frederick, Md.	WFMD	C
Fredericksburg, Va.	WFVA	B
Fremont, Neb.	KORN	
Freeport, N. Y.	WGBB	
Fresno, Calif.	KARM	C
	KMJ	N
	KFRE	M
Gadsden, Ala.	WJBY	M
Gainesville, Fla.	WRUF	M
Gainesville, Ga.	WGGA	
Galesburg, Ill.	WGIL	
Galveston, Texas	KLUF	
Garden City, Kans.	KIUL	

City and State	Call Letters	Major Network
Gary, Ind.	WIND	C
Gastonia, N. C.	WGNC	B
Glendale, Calif.	KIEV	
Glenside, Pa.	WIBG	
Globe, Ariz.	KWJB	N
Goldsboro, N. C.	WGBR	M
Grand Forks, N. D.	KFJM	
	KILO	C
Grand Island, Nebr.	KMMJ	
Grand Junction, Colo.	KFXJ	M
Grand Rapids, Mich.	WLAV	M-B
	WOOD	N
Grants Pass, Ore.	KUIN	M
Great Bend, Kans.	KVGB	M
Great Falls, Mont.	KFBB	C
Greeley, Colo.	KFKA	M
Green Bay, Wisc.	WTAQ	C
Greenfield, Mass.	WHAI	M
Greensboro, N. C.	WBIG	C
	WGBG	B
Greensburg, Pa.	WHJB	
Greenville, Miss.	WJPR	M
Greenville, N. C.	WGTC	M
Greenville, S. C.	WFBC	N
	WMRC	B-M
Greenwood, Miss.	WGRM	B
Greenwood, S. C.	WCRS	N
Griffin, Ga.	WKEU	
Grove City, Pa.	WSAJ	
Gulfport, Miss.	WGCM	B
Hagerstown, Md.	WJEJ	M
Hammond, Ind.	WJOB	
Hannibal, Mo.	KHMO	B
Harlan, Ky.	WHLN	
Harlingen, Texas	KGBS	C-M
Harrisburg, Ill.	WEBQ	
Harrisburg, Pa.	WHP	C
	WKBO	M-N
Harrisonburg, Va.	WSVA	
Hartford, Conn.	WDRC	C
	WNBC	B
	WTHT	M
	WTIC	N
Hastings, Nebr.	KHAS	
Hato Rey, Puerto Rico	WIAC	
Hattiesburg, Miss.	WFOR	N
Hazleton, Pa.	WAZL	M
Helena, Ark.	KFFA	
Helena, Mont.	KPFA	N-B
Henderson, Ky.	WSON	
Herrin, Ill.	WJPF	
Hibbing, Minn.	WMFG	N
Hickory, N. C.	WHKY	B
High Point, N. C.	WMFR	B
Hilo, Hawaii	KHBC	C-M
Hobbs, N. M.	KWEW	
Holyoke, Mass.	WHYN	M
Honolulu, Hawaii	KGMB	C-M
	KGU	N-B
Hopkinsville, Ky.	WHOP	C
Hot Springs, Ark.	KTHS	B
	KWFC	M
Houston, Texas	KPRC	N

City and State	Call Letters	Major Network
	KTRH	C
	KXYZ	B-M
Huntington, W. Va.	WSAZ	B
Huntsville, Ala.	WBHP	M
Huntsville, Tex.	KSAM	
Hutchinson, Kans.	KWBW	N
Idaho Falls, Ida.	KID	
Indianapolis, Ind.	WFBM	C
	WIBC	M
	WIRE	N
	WISH	B
Iowa City, Iowa	WSUI	
Ironwood, Mich.	WJMS	M
Ithaca, N. Y.	WHCU	C
Jackson, Mich.	WIBM	B
Jackson, Miss.	WJDX	N
	WSLI	B
Jackson, Tenn.	WTJS	M-B
Jacksonville, Fla.	WJAX	N
	WJHP	B
	WMBR	C
	WPDQ	M
Jacksonville, Ill.	WLDS	
Jamestown, N. Y.	WJTN	B
Jamestown, N. D.	KSJB	M
Janesville, Wisc.	WCLO	M
Jefferson City, Mo.	KWOS	M
Jerome, Ariz.	KCRJ	
Jersey City, N. J.	WHOM	
Johnson City, Tenn.	WJHL	B
Johnstown, Pa.	WJAC	N
Joliet, Ill.	WCLS	
Jonesboro, Ark.	KBTM	M
Joplin, Mo.	WMBH	M
Juneau, Alaska	KINY	
Kalamazoo, Mich.	WKZO	C
Kalispell, Mont.	KGEZ	
Kansas City, Kans.	KCKN	M
Kansas City, Mo.	KCMO	B
	KMBC	C
	WDAF	N
	WHB	M
Kearney, Nebr.	KGFW	
Keene, N. H.	WKNE	C
Ketchikan, Alaska	KTKN	M
Kilgore, Texas	KOCA	
Kingsport, Tenn.	WKPT	N
Kingston, N. Y.	WKNY	M
Kinston, N. C.	WFTC	B
Klamath Falls, Ore.	KFJI	
Knoxville, Tenn.	WBIR	B-M
	WNOX	C
	WROL	N
Kokomo, Ind.	WKMO	
Laconia, N. H.	WLNH	M
LaCrosse, Wisc.	WKBH	N-B
Lafayette, Ind.	WASK	
Lafayette, La.	KVOL	
La Grange, Ga.	WLAG	M
La Grande, Ore.	KLBM	
LaJunta, Colo.	KOKO	
Lake Charles, La.	KPLC	

City and State	Call Letters	Major Network
Lakeland, Fla.	WLAK	N
Lancaster, Pa.	WGAL	M-N
Lansing, Mich.	WJIM	B
Lapeer, Mich.	WMPC	
Laredo, Tex.	KPAB	
Las Vegas, N. M.	KFUN	
Las Vegas, Nev.	KENO	B
Laurel, Miss.	WAML	N
Lawrence, Kans.	KFKU	
	WREN	B
Lawrence, Mass.	WLAW	C
Lawton, Okla.	KSWO	
Lewiston, Ida.	KRLC	
Lewiston, Me.	WCOU	M
Lewistown, Pa.	WMRF	N-B
Lexington, Ky.	WLAP	M
Lihue, Hawaii	KTOH	
Lima, Ohio	WLOK	N
Lincoln, Nebr.	KFAB	C
	KFOR	B-M
Little Rock, Ark.	KARK	N
	KGHI	B
	KLRA	C
Logan, Utah	KVNU	M
Logan, W. Va.	WLOG	
Long Beach, Calif.	KFOX	
	KGER	
Longview, Texas	KFRO	M
Longview, Wash.	KWLK	M
Los Angeles, Calif.	KECA	B
	KFAC	
	KFI	N
	KFSG	
	KFVD	
	KFWB	
	KGFJ	
	KHJ	M
	KMPC	
	KMTR	
	KNX	C
	KRKD	
Louisville, Ky.	WAVE	N
	WGRC	M
	WHAS	C
	WINN	B
Lowell, Ariz.	KSUN	
Lowell, Mass.	WLLH	M
Lubbock, Texas	KFYO	M
Lufkin, Texas	KRBA	
Lynchburg, Va.	WLVA	B-M
Macon, Ga.	WBML	M-B
	WMAZ	C
Madison, Wisc.	WHA	
	WIBA	N-B
Manchester, N. H.	WFEA	N
	WMUR	B
Mandan, N. D.	KGCU	M
Manhattan, Kans.	KSAC	
Manitowoc, Wisc.	WOMT	
Mankato, Minn.	KYSM	N
Mansfield, Ohio	WMAN	
Marblehead, Mass.	WESX	
Marion, Ohio	WMRN	B
Marquette, Mich.	WDMJ	B

City and State	Call Letters	Major Network
Marrinette, Wisc.	WMAM	
Marshalltown, Ia.	KFJB	
Marshfield, Ore.	KOOS	M
Martinsville, Va.	WMVA	N
Marysville, Calif.	KMYC	M
Mason City, Iowa	KGLO	C
Mayaguez, P. R.	WPRA	
McComb, Miss.	WSKB	
Medford, Ore.	KMED	N-B
Medford, Wisc.	WIGM	
Memphis, Tenn.	WHBQ	M
	WMC	N
	WMPS	B-M
	WREC	C
Merced, Calif.	KYOS	M
Meridian, Miss.	WCOC	C
Miami, Fla.	WIOD	N
	WQAM	C
Miami Beach, Fla.	WKAT	B
Middletown, N. Y.	WALL	
Midland, Texas	KRLH	M
Miles City, Mont.	KRJF	
Milwaukee, Wisc.	WEMP	B
	WISN	C
	WTMJ	N
Minneapolis, Minn.	WCCO	C
	WDGY	
	WLB	
	WLOL	M
	WTCN	B
Minot, N. D.	KLPM	M
Missoula, Mont.	KGVO	C
Mobile, Ala.	WALA	N
	WMOB	B-M
Modesto, Calif.	KTRB	
Monroe, La.	KMLB	B
Monterey, Calif	KDON	M
Montgomery, Ala.	WCOV	C
	WSFA	N
Moorhead, Minn.	KVOX	M
Morgantown, W. Va.	WAJR	
Moultrie, Ga.	WMGA	
Muncie, Ind.	WLBC	C
Muscle Shoals City, Ala.	WLAY	M
Muskegon, Mich.	WKBZ	B
Muskogee, Okla.	KBIX	B
Nampa, Ida.	KFXD	
Nashville, Tenn.	WLAC	C
	WSIX	B-M
	WSM	N
Natchez, Miss.	WMIS	
Newark, N. J.	WHBI	
	WAAT	
New Albany, Ind.	WGRC	M
New Bedford, Mass.	WNBH	B
Nek Bern, N. C.	WHIT	
Newburgh, N. Y.	WGNY	
New Castle, Pa.	WKST	
New Haven, Conn.	WELI	B
New Kensington, Pa.	WKPA	
New London, Conn.	WNLC	M
New Orleans, La.	WDSU	B
	WJBW	
	WNOE	M
	WSMB	N
	WWL	C
Newport News, Va.	WGH	B
New York	WABC	C
	WBNX	
	WEAF	N
	WEVD	
	WHN	
	WINS	
	WJZ	B
	WMCA	
	WNEW	
	WNYC	
	WOV	
	WOR	M
	WQXR	
Niagara Falls, N. Y.	WHLD	
Norfolk, Nebr.	WJAG	
Norfolk, Va.	WTAR	N
Norman, Okla.	WNAD	
Northfield, Minn.	WCAL	
North Platte, Neb.	KODY	N
Oakland, Calif.	KLS	
	KLX	
	KROW	
Ocala, Fla.	WTMC	B
Ogden, Utah.	KLO	M
Ogdensburg, N. Y.	WSLB	
Oklahoma City, Okla.	KOCY	M
	KOMA	C
	KTOK	B
	WKY	N
Okmulgee, Okla.	KHBG	
Olean, N. Y.	WHDL	B
Olympia, Wash.	KGY	M
Omaha, Nebr.	KBON	M
	KOIL	C
	KOWH	B
	WOW	N
Opelika, Ala.	WJHO	M
Orlando, Fla.	WDBO	C
	WLOF	B
Oshkosh, Wisc.	WOSH	B
Ottumwa, Iowa	KBIZ	
Owensboro, Ky.	WOMI	
Paducah, Ky.	WPAD	C
Palestine, Tex.	KNET	
Palm Beach, Fla.	WWPG	B-M
Pampa, Texas	KPDN	M
Panama City, Fla.	WDLP	
Paris, Texas	KPLT	M
Parkersburg, W. Va.	WPAR	C
Pasadena, Calif.	KPAS	
	KPPC	
	KWKW	
Paterson, N. J.	WPAT	
Pawtucket, R. I.	WFCI	B
Pecos, Texas	KIUN	
Pendleton, Ore.	KWRC	
Pensacola, Fla.	WCOA	N
Peoria, Ill.	WMBD	C
Philadelphia, Pa	KYW	N
	WCAU	C

City and State	Call Letters	Major Network
	WDAS	
	WFIL	B
	WHAT	
	WIBG	
	WIP	M
	WPEN	
	WTEL	
Phoenix, Ariz.	KOY	C
	KPHO	
	KTAR	N-B
Pierre, S. D.	KGFX	
Pine Bluff, Ark.	KOTN	M
Pittsfield, Mass.	WBRK	M
Pittsburg, Kans.	KOAM	N
Pittsburgh, Pa.	KDKA	N
	KQV	B
	WCAE	M
	WJAS	C
	WWSW	
Plainview, Tex.	KVOP	
Plattsburg, N. Y.	WMFF	B
Pocatello, Ida.	KSEI	N
Ponca City, Okla.	WBBZ	
Ponce, Puerto Rico	WPAB	
	WPRP	
Pontiac, Mich.	WCAR	
Poplar Bluff, Mo.	KWOC	
Port Arthur, Tex.	KPAC	M
Port Huron, Mich.	WHLS	M
Portland, Me.	WCSH	N
	WGAN	C
Portland, Ore.	KALE	M
	KBPS	
	KEX	B
	KGW	N
	KOIN	C
	KWJJ	
	KXL	
Portsmouth, N. H.	WHEB	
Portsmouth, Ohio	WPAY	M
Portsmouth, Va.	WSAP	M
Poughkeepsie, N. Y.	WKIP	B
Powell, Wyo.	KPOW	
Poynette, Wisc.	WIBU	
Prescott, Ariz.	KYCA	N
Presque Isle, Me.	WAGM	
Price, Utah	KEUB	M
Providence, R. I.	WEAN	M
	WJAR	N
	WPRO	C
Provo, Utah	KOVO	M
Pueblo, Colo.	KGHF	B
Pullman, Wash.	KWSC	
Quincy, Ill.	WTAD	C
Racine, Wisc.	WRJN	M
Raleigh, N. C.	WPTF	N
	WRAL	M
Rapid City, S. D.	KOBH	
	WCAT	
Reading, Pa.	WEEU	N
	WRAW	N
Redding, Calif.	KVCV	M
Reno, Nev.	KOH	B
Rice Lake, Wisc.	WJMC	
Richmond, Ind.	WKBV	
Richmond, Va.	WBBL	
	WMBG	N
	WRNL	B-M
	WRVA	C
Riverside, Calif.	KPRO	B
Roanoke, Va.	WDBJ	C
	WSLS	B-M
Roanoke Rapids, N. C.	WCBT	B-M
Rochester, Minn.	KROC	N-B
Rochester, N. Y.	WHAM	N
	WHEC	C
	WSAY	M-B
Rockford, Ill.	WROK	B
Rock Island, Ill.	WHBF	M
Rock Springs, Wyo.	KVRS	
Rocky Mount, N. C.	WEED	B
Rome, Ga.	WRGA	
Roseburg, Ore.	KRNR	M
Roswell, N. M.	KGFL	
Royal Oak, Mich.	WEXL	
Rutland, Vt.	WSYB	M
St. Albans, Vt.	WWSR	
St. Augustine, Fla.	WFOY	C
St. Cloud, Minn.	KFAM	N
St. Joseph, Mo.	KFEQ	B
St. Louis, Mo.	KMOX	C
	KFUO	
	KSD	N
	KWK	M
	KXOK	B
	WEW	
	WIL	
St. Paul, Minn.	KSTP	N
	WMIN	
St. Petersburg, Fla.	WSUN	B
	WTSP	M
Sacramento, Calif.	KFBK	B
	KROY	C
Safford, Ariz.	KGLU	N
Saginaw, Mich.	WSAM	N
Salem, Ore.	KSLM	
Salina, Kans.	KSAL	M
Salisbury, Md.	WBOC	M
Salisbury, N. C.	WSTP	M
Salt Lake City, Utah	KDYL	N
	KSL	C
	KUTA	B
San Angelo, Tex.	KGKL	M
San Antonio, Tex.	KABC	B-M
	KMAC	
	KONO	
	KTSA	C
	WOAI	N
San Bernardino, Calif.	KFXM	M
San Diego, Calif.	KFMB	B
	KFSD	N
	KGB	M
San Francisco, Calif.	KFRC	M
	KGO	B
	KJBS	
	KPO	N
	KSAN	
	KSFO	
	KYA	
San Jose, Calif.	KQW	C
San Juan, Puerto Rico	WKAQ	C
	WNEL	N
San Luis Obispo, Calif.	KVEC	M
Santa Ana, Calif.	KVOE	M
Santa Barbara, Calif.	KDB	M
	KTMS	B
Santa Fe, N. M.	KVSF	
Santa Rosa, Calif.	KSRO	
Saranac Lake, N. Y.	WNBZ	
Sarasota, Fla.	WSPB	C
Sault Ste. Marie, Mich.	WSOO	B
Savannah, Ga.	WSAV	N
	WTOC	C

City and State	Call Letters	Major Network
Schenectady, N. Y.	WGY	N
	WSNY	
Scottsbluff, Nebr.	KGKY	
Scranton, Pa.	WARM	B-M
	WGBI	C
	WQAN	
Seattle, Wash.	KEVR	
	KIRO	C
	KJR	B
	KOL	M
	KOMO	N
	KRSC	
	KTW	
	KXA	
Sedalia, Mo.	KDRO	
Selma, Ala.	WHBB	M
Sharon, Pa.	WPIC	
Shawnee, Okla.	KGFF	B
Sheboygan, Wisc.	WHBL	M
Shenandoah, Ia.	KFNF	
	KMA	B-M
Sheridan, Wyo.	KWYO	
Sherman, Texas	KRRV	M
Shreveport, La.	KRMD	B
	KTBS	N
	KWKH	C
Siloam Springs, Ark.	KUOA	
Sioux City, Ia.	KSCJ	B
	KTRI	M
Sioux Falls, S. D.	KELO	N
	KSOO	N
South Bend, Ind.	WSBT	C
Spartanburg, S. C.	WORD	B
	WSPA	C
Spencer, Ia.	KICD	M
Spokane, Wash.	KFIO	M
	KFPY	C
	KGA	B
	KHQ	N
Springfield, Ill.	WCBS	B
	WTAX	C
Springfield, Mass.	WBZA	N
	WMAS	C
	WSPR	B
Springfield, Mo.	KGBX	N-B
	KTTS	M
	KWTO	B
Springfield, Ohio	WIZE	B
Stamford, Conn.	WSRR	B
Sterling, Colo.	KGEK	
Steubenville, Ohio	WSTV	M
Stevens Pt., Wisc.	WLBL	
Stockton, Calif.	KGDM	C
	KWG	B
Suffolk, Va.	WLPM	
Sumter, S. C.	WFIG	B
Sunbury, Pa.	WKOK	
Superior, Wisc.	WDSM	M-B
Sweetwater, Tex.	KXOX	
Sidney, Mont.	KGCX	
Syracuse, N. Y.	WAGE	B-M
	WFBL	C
	WOLF	M
	WSYR	N
Tacoma, Wash.	KMO	M
	KTBI	
	KVI	
Tallahassee, Fla.	WTAL	
Tampa, Fla.	WDAE	C
	WFLA	N
Temple, Texas	KTEM	M-B
Terre Haute, Ind.	WBOW	N-B
Texarkana, Tex.	KCMC	M
Thomasville, Ga.	WPAX	
Toccoa, Ga.	WRLC	
Toledo, Ohio	WSPD	N
	WTOL	B
Topeka, Kans.	WIBW	C
Town of Allegany, N. Y.	WHDL	B
Traverse City, Mich.	WTCM	
Trenton, N. J.	WTNJ	
	WTTM	
Troy, N. Y.	WHAZ	M
	WTRY	B

City and State	Call Letters	Major Network
Tucson, Ariz.	KTUC	C
	KVOA	N
Tucumcari, N. M.	KTNM	
Tulsa, Okla.	KOME	B-M
	KTUL	C
	KVOO	N
Tuscaloosa, Ala.	WJRD	
Tuscola, Ill.	WDZ	
Twin Falls, Ida.	KTFI	N
Tyler, Texas	KGKB	
Uniontown, Pa.	WMBS	C
Urbana, Ill.	WILL	
Utica, N. Y.	WIBX	C
Valdosta, Ga.	WGOV	M
Valley City, N. D.	KOVC	
Vancouver, Wash.	KVAN	
Vermilion, S. D.	KUSD	
Vernon, Texas	KVWC	M
Vicksburg, Miss.	WQBC	B
Victoria, Texas	KVIC	
Vincennes, Ind.	WAOV	
Virginia, Minn.	WHLB	N-B
Visalia, Calif.	KTKC	B
Waco, Texas	WACO	B-M
Wallace, Ida.	KWAL	
Walla Walla, Wash.	KUJ	
Warren, Ohio	WRRN	M
Washington, D. C.	WINX	
	WTOP	C
	WMAL	B
	WOL	M
	WRC	N
	WWDC	
Washington, N. C.	WRRF	B
Washington, Pa.	WJPA	
Waterbury, Conn.	WATR	M
	WBRY	C
Waterbury, Vt.	WDEV	
Waterloo, Ia.	KXEL	B
Watertown, N. Y.	WATN	
	WWNY	C
Watertown, S. D.	KWAT	
Watsonville, Calif.	KHUB	B
Wausau, Wisc.	WSAU	M
Waycross, Ga.	WAYX	
Welch, W. Va.	WBRW	
Wenatchee, Wash.	KPQ	B
Weslaco, Texas	KRGV	N
West Palm Beach, Fla.	WJNO	C
West Lafayette, Ind.	WBAA	
Wheeling, W. Va.	WKWK	C
	WWVA	B
White Plains, N. Y.	WFAS	
Wichita, Kans.	KANS	N
	KFBI	B-M
	KFH	C
Wichita Falls, Tex.	KWFT	C
Wilkes-Barre, Pa.	WBAX	M
	WBRE	N
Williamson, W. Va.	WBTH	
Williamsport, Pa.	WRAK	N
Willmar, Minn.	KWLM	M
Wilmington, Del.	WDEL	N
	WILM	M
Wilmington, N. C.	WMFD	B
Wilson, N. C.	WGTM	M
Winchester, Va.	WINC	B
Winona, Minn.	KWNO	M
Winston Salem, N. C.	WAIR	B-M
	WSJS	N
Wisconsin Rapids, Wisc.	WFHR	M
Woodside, N. Y.	WWRL	
Worcester, Mass.	WAAB	M
	WORC	B
	WTAG	C
Yakima, Wash.	KIT	M
Yankton, S. Dak.	WNAX	C
York, Pa.	WORK	M-N
	WSBA	B
Youngstown, Ohio	WFMJ	B
	WKBN	C
Yuma, Ariz.	KYUM	N-B
Zanesville, Ohio	WHIZ	N
Zarephath, N. J.	WAWZ	

ALABAMA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

WHMA

ANNISTON—EST. 1938

BLUE NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned By.....Anniston Broadcasting Co.
Operated By.....Harry M. Ayers
Address .....Radio Building, 1330 Noble St.
Phone Number.....2380
Transmitter Location..... Radio Building, 1330 Noble St.
Time on the Air.....6 a.m. to 12 midnight
Newspaper Affiliation.....Anniston Star
News Service.....AP, UP
Transcription Service.....World Broadcasting
Representative.....Sears & Ayer, Inc.

Personnel

Owner .....Harry M. Ayers
Station-Commercial Manager.....J. W. Buttram
Program-Publicity Director..Dr. Frank McLean
Production Manager.....Malcolm Street
Sales Promotion Manager-Musical Director.... Mrs. Ruby Meigs
Chief Engineer.....James Hudson
Director of War Programs.....J. W. Butram

•

WJLD

BESSEMER—EST. 1942

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....J. Leslie Doss
Address .....Hotel Gary
Phone Number.....2300; 2301
Transmitter Location.....Blue Lake Site
Time on the Air.....6 a.m. to 11 p.m.
News Service.....AP
Transcription Service.....World Broadcasting System-Keystone Broadcasting System
Representative Keystone Broadcasting System

Personnel

Owner .....J. Leslie Doss
Station-Commercial Manager and Production Manager .....Hal Falter
Program Director and Director of War Programs .....Byrl Cooley
Chief Announcer.....Alvin Davis
Artists Bureau.....Billie Cliff Evans
Chief Engineer.....Calaway M. Callicott

WAPI

BIRMINGHAM—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1070 Kc.....Power: 5000 Watts
Owned By.....Alabama Polytechnic Institute, University of Alabama, Alabama College.
Licensee.....Voice of Alabama, Inc
Address .....Protective Life Bldg.
Phone Number.....3-8116
Studio Addresses.....Protective Life Bldg.; University of Alabama Campus, Tuscaloosa; Alabama College Campus, Montevallo; Alabama Polytechnic Institute Campus, Auburn.
Transmitter Location.....Sandusky, Ala.
Time on the Air: 5:45 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
News Service.....UP
Representative..... Radio Sales

Personnel

Chairman of Board.....Ed Norton
President-General Manager.....Thad Holt
National Sales & Promotion Manager..... H. H. Holthouser
Program Director.....Jimmie Willson
Production Manager.....Burt McKee, Jr.
Publicity Director.....Mary Bennett
Musical Director.....Clo McAlpin
Chief Engineer.....N. S. Hurley

•

WBRC

BIRMINGHAM—EST. 1925

NATIONAL BROADCASTING CO.

Frequency: 960 Kc.....Power: 5000 Watts
Owned-Operated By..Birmingham Broadcasting Co., Inc.
Address.....WBRC Bldg., Box 2311
Phone Number 4-7741
Transmitter Location....2400 Arkedelphia Rd.
Time on the Air 6:00 a.m. to 12:00 midnite; Sundays, 7:00 a.m. to 12:00.
Transcription Service.....Standard Radio
Representative.....Paul H. Raymer Co.

Personnel

President-General Manager.....J. C. Bell
Ass't Manager.....John M. Connolly
Program Director.....Herbert C. Grieb
Chief Engineer.....G. P. Hamann

WSGN

BIRMINGHAM—EST. 1925

BLUE NETWORK
MUTUAL BROADCASTING SYSTEM

Frequency: 610 Kc.....Power: 5000 d.; 1000 n.
Owned-Operated by.....The Birmingham News Co.
Address..... Dixie Carlton Hotel
Phone Number.....4-3434
Transmitter Location.....Alabama State Fair Grounds
Time on the Air: 5 a.m. to 12 midnight days, 7 a.m. to 12 midnight
Newspaper Affiliation....Birmingham News; Birmingham Age-Herald
News Service.....AP
Transcription Service.....NBC Thesaurus, Langworth; Davis & Schwegler
Representative.....Headley-Reed Co.

Personnel

General Manager.....Henry P. Johnston
Assistant to Manager.....Evelyn Hicks
Sales Production Manager and Publicity Director .....Edgar Hinkle
Program Director.....Bill Terry
Production Manager.....John Bartlett
Traffic Manager.....M. C. Black
Chief Engineer.....Gordon Bishop

•

WMSL

DECATUR—EST. 1935

MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By..... Tennessee Valley Broadcasting Co.
Address.....511 Bank St.
Phone Number.....802-3-4
Transmitter Location.....Decatur, Ala.
Time on the Air.....Unlimited License
News Service.....UP
Transcription Service....World Broadcasting System
Representative.....Headley-Reed Co.

Personnel

President.....Melvin Hutson
Secretary-Treasurer.....Clyde Hendrix
Station-Commercial Manager.....Curtis Gover
Program-Publicity Manager....Genevra Hough Bell
Production Manager-Chief Announcer.....John L. Slatton
Chief Engineer.....Calloway M. Callicott

WAGF

DOTHAN—EST. 1933

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By....Dothan Broadcasting Company
Address.....204½ E. Main Street
Phone Number.....1430
Transmitter Location.....Headland Highway, Dothan
Time on the Air.....Daytime license
Newspaper Affiliation.....Dothan Eagle
Transcription Service.....Standard Radio
Representative.....Headley-Reed Company

Personnel

Station Manager.....Julian C. Smith
Commercial Manager.....Fred Moseley
Program Director and Chief Announcer.....Willard Wilkes
Production Manager and Chief Engineer.....John T. Hubbard

•

WJBY

GADSDEN—EST. 1928

MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....Gadsden Broadcasting Co., Inc.
Address .....108 Broad Street
Phone Number 88
Transmitter Location.....108 Broad Street
Time on the Air.....7 a.m. to 11.00 p.m.
News Service ..... Transradio
Representative .....Sears & Ayer

Personnel

President .....B. H. Hopson
Station Manager and Program Director.....Beatrice Tate Benton
Commercial Manager.....Sam Benton
Chief Engineer.....L. O. Brunes

•

WBHP

HUNTSVILLE—EST. 1937

MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM
NORTH ALABAMA NETWORK

Frequency: 1230 Kc.....Power 250 Watts
Owned-Operated By.....W. H. Pollard
Address.....318 W. Clinton St.
Phone Number.....313
Transmitter Location....1½ West of Huntsville
Time on the Air.....Unlimited license

Personnel

President-Station Manager and Commercial Manager.....W. H. Pollard
Program Director.....Margaret Speake
Production Manager.....Hugh McDonald
Chief Announcer and Chief Engineer.....John Garrison

WALA

MOBILE—EST. 1930

NATIONAL BROADCASTING CO.

Frequency: 1410 Kc.....Power: 5000 Watts
Owned By.....W. O. Pape
Operated By .....Pape Broadcasting Co.
Address.....106 St. Joseph St., AT&N Railroad Bldg.
Phone Number.....Dexter 3-3787
Transmitter Location.....Tensas Bridge Head, Baldwin County
Time on the Air.....6 a.m. to 11:00 p.m.; Sundays, 8:00 a.m. to 11:00 p.m.
News Service.....AP
Transcription Service.....Standard Radio
Representative.....Headley-Reed Co.

Personnel

General Manager.....W. O. Pape
Commercial Manager.....H. K. Martin
Program Director-Chief Announcer.....Charles Saunders
Musical Director.....Agnes Pirtle
Chief Engineer.....Raymond Hurley

•

WMOB

MOBILE—EST. 1939

MUTUAL BROADCASTING SYSTEM
BLUE NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....S. B. Quigley
Business Address.....600 St. Louis St., (Quigley Building)
Phone Number.....Belmont 2-4566
Studios Addresses.....600 St. Louis St.;
Transmitter Location.....600 St. Louis St.
Time on the Air.....Unlimited License
News Service.....UP
Transcription Service.....NBC Thesaurus
Representative.....Sears & Ayer, Inc.

Personnel

Station Manager.....S. B. Quigley
Commercial Manager.....F. E. Busby
Program-Production Director...Wallace Dunlap
Chief Engineer.....T. L. Greenwood

•

WCOV

MONTGOMERY—EST. 1939

COLUMBIA BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....Capital Broadcasting Company, Inc.
Business Address..... 2 Montgomery St.
Phone Number.....5781
Transmitter Location.....Narrow Lane Road, Montgomery
Time on the Air.....17 hours daily
News Service .....INS
Transcripion Service.....Standard Radio
Representative.....Howard H. Wilson Co.

Personnel

President-Station Mgr. ....G. W. Covington, Jr.
Commercial Manager.....John C. Hughes
Executive Secretary.....Evelyn B. Robinson
Musical Director.....Weston Britt
Program Director.....Malcolm Richards
Chief Engineer.....W. D. Weatherly

•

WSFA

MONTGOMERY—EST. 1930

NATIONAL BROADCASTING CO.

Frequency: 1440 Kc.....Power: 1000 d.; 500 n.
Owned-Operated By.....Montgomery Broadcasting Co., Inc.
Business Address.....P. O. Box 1031
Phone Number.....8361
Studio Address.....Jefferson Davis Hotel
Transmitter Location.....Narrow Lane Road,
Time on the Air.....5:45 a.m. to 11:05 p.m.
News Service..... AP
Transcription Service NBC Thesaurus
Representative.....Headley-Reed Co.

Personnel

President-General Manager....Howard E. Pill
Station Manager.....John B. DeMotte
Local Sales Manager.....W. W. Hunt
Publicity Director.....Leland Childs
Program-Musical Director and Production Manager.....Caldwell Stewart
Chief Engineer.....Cliff Shelkofsky

•

WLAY

MUSCLE SHOALS CITY—EST. 1933

MUTUAL BROADCASTING SYSTEM
NORTH ALABAMA NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By .....Muscle Shoals Broadcasting Corporation
Address.....Muscle Shoals, Ala.
Phone Number.....1450
Transmitter Location.....Muscle Shoals, Ala.
Time on the Air.....6:45 a.m. to 11 p.m.; Sundays, 7:30 a.m. to 11:00 p.m.
News Service.....UP
Transcription Service.....Standard Radio
Representative.....Sears & Ayer

Personnel

President.....J. C. Russell
Station and Commercial Manager and Publicity Director.....E. J. Sperry
Program-Musical Director and Production Manager.....Sarah Smith
Sales Promotion Mgr. .....Louis Harris
Chief Engineer.....J. W. Smith
Chief Announcer.....Garland Burt

WJHO

OPELIKA—EST. 1940

MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc. ....Power 250 d.; 100 n.
Owned-Operated By ..... Opelika-Auburn Broadcasting Co.
Address.....1400 Auburn Road
Phone Number.....856
Transmitter Location.....1400 Auburn Road
Time on the Air.....6:00 a.m. to 12:00 mid.
News Service .....UP

Personnel

Station Manager and Chief Engineer.....F. Marion Hyatt
Commercial Manager.....James T. Ownby
Sales Promotion and Production Manager and Program Director.....Hugh Web
Publicity Director.....Anne Davis
Musical Director.....Robert Cronander

•

WHBB

SELMA—EST. 1935

MUTUAL BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 100 Watts
Owned-Operated By....Selma Broadcasting Company, Inc.
Business Address.....209 Washington St.
Phone Number.....1233
Studio Address.....209 Washington St., Selma, Ala.
Transmitter Location.....Seventh Ave., North
Time on the Air.....14½ hours daily
Representative.....Sears & Ayer, Inc.

Personnel

Station-Commercial Mgr.....Julien Smith, Jr
Sales Promotion Manager-Program Director.....Erin Reynolds
Chief Announcer.....James Stanley
Chief Engineer.....T. F. Kelley, Jr.

•

WJRD

TUSCALOOSA—EST. 1936

KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By .....James R. Doss, Jr.
Address.....First National Bank Bldg.
Phone Number.....4464-65
Transmitter Location.....Jug Factory & Greensboro Roads
Time on the Air.....Unlimited license
Transcription Service....World Broadcasting System, C. P. MacGregor
Representative..... Headley-Reed Co..

Personnel

Owner.....J. R. Doss, Jr.

ARIZONA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

KWJB

GLOBE—EST. 1938

NATIONAL BROADCASTING COMPANY
ARIZONA BROADCASTING CO.

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By: The Gila Broadcasting Co., Inc
Business Address.....Globe
Phone Number.....Globe 41
Studio Address.....South Globe, Arizona
Transmitter Location....South Globe, Arizona
Time on the Air.....7:30 a.m. to 8:00 p.m.
Representative...Arizona Broadcasting System

Personnel

President.....Louis F. Long
Manager .....Paul Merrill
Commercial and Sales Promotion Manager.....E. S. Shoecraft
Program and Publicity Director .....Willard Shoecraft
Chief Announcer.....Lester McBride
Chief Engineer.....Herbert Hartman

KCRJ

JEROME—EST. 1930

ARIZONA BROADCASTING CO.
KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Central Arizona Broadcasting Co.
Address.....811 Main St.
Phone Number.....Jerome 88
Transmitter Location.....811 Main St.
Time on the Air.....Unlimited license
Newspaper Affiliation.....Prescott Evening Courier
Transcription Service.....C. P. MacGregor

Personnel

President.....Della Tovrea Stuart
Station Manager.....Erma K. Scholey
Chief Engineer.....Wayne Fernyhough

KSUN

LOWELL—EST. 1933

ARIZONA NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Copper Electric Co.
Address.....Lowell, Ariz.
Phone Number.....Lowell 9
Transmitter Location.....Lowell, Ariz.
Time on the Air.....7 a.m. to 11 p.m.
News Service.....AP
Representative.....John Blair & Co.

Personnel

Station Manager.....Carleton W. Morris
Commercial Manager.....Hugh Keyes
Program Director.....Esther Morris
Production Manager.....Marion McKinney
Chief Engineer.....Earl Hickman

•

KOY

PHOENIX—EST. 1922

COLUMBIA BROADCASTING SYSTEM
THE ARIZONA NETWORK

Frequency: 550 Kc.....Power: 1000 Watts
Owned-Operated By.....Salt River Valley Broadcasting Company
Address.....836 North Central Avenue
Phone Number.....4-4144
Transmitter Location.....12th St. & Camelback Rd.
Time on the Air.....6 a.m. to 12:00 midnight
Newspaper Affiliation.....Prairie Farmer Publishing Co., Arizona Farmer
News Service.....AP; Transradio
Transcription Service.....World Broadcasting System
Representative.....John Blair & Co.

Personnel

Chairman of Board.....Burridge D. Butler
President.....W. A. Baldwin
Commercial Manager.....John L. Hogg
Business Manager.....Albert D. Johnson
Program Director.....John R. Williams
Sales Promotion-War Program Director.....Frances C. Myers
Chief Announcer and Production Manager.....Joe Dana
Musical Director.....Alfred Becker
Chief Engineer.....Francis A. Higgins

•

KPHO

PHOENIX—EST. 1940

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....M. C. Reese
Business Address.....415 First National Bank Bldg.
Phone Number.....3-3197
Studio Address.....24th Ave. & Buckeye Rd.
Transmitter Location.....24th Ave. & Buckeye Rd.
Time on the Air.....6 a.m. to midnight
News Service.....INS
Transcription Service.....Associated Music Publishers
Representative.....John E. Pearson Co

Personnel

Executive Manager.....M. C. Reese
Station-Program Manager.....D. C. Reese
Publicity Director.....Sharon Stanford
Musical Director.....M. C. Reese, Jr.
Chief Engineer.....Louis Subblett

•

KTAR

PHOENIX—EST. 1922

BLUE NETWORK—NBC
ARIZONA BROADCASTING CO.

Frequency: 620 Kc.....Power: 5000 Watts
Owned-Operated By..... KTAR Broadcasting Company
Business Address.....711 Heard Building
Phone Number.....4-4161
Studio Address.....Atop the Heard Building
Transmitter Location.....36th St. & East Thomas Road
Time on the Air.....6:00 a.m. to 12 midnight; Sundays, 7:00 a.m. to 12:15 a.m.
Newspaper Affiliation.....Arizona Republic and Phoenix Gazette
News Service.....AP; INS; UP
Transcription Service.....NBC Thesaurus, Standard Radio Library and Langworth
Representative.....Paul H. Raymer Co.

Personnel

President.....Sam Kahan
General Manager.....Dick Lewis
Commercial Manager.....J. R. Heath
Sales Promotion Manager..T. M. Pennington
Program Director.....J. Howard Pyle
Director of War Programs.....Dick Lewis
Publicity Director.....Francis Connolly
Chief Announcer.....Jimmy Powell
Traffic Manager.....Jeanne Roberts
Artists' Bureau Head.....Mary Louise Watson
Chief Engineer.....Harold Haughawout

KYCA

PRESCOTT—EST. 1940

NATIONAL BROADCASTING COMPANY

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Southwest Broadcasting Company
Address.....East Gurley St.
Phone Number.....244
Transmitter Location.....East Gurley St.
Time on the Air.....Unlimited License
News Service.....INS
Transcription Service.....NBC Thesaurus
Representative.....Paul Raymer Co.

Personnel

President.....Albert Stetson
Station and Commercial Mgr....Harold Ritter
Program Director.....Roberta Pfister
Artists' Bureau.....Byron Lee McCall
Chief Engineer and Production Manager..Frederick R. Blackburn

•

KGLU

SAFFORD—EST. 1938

NATIONAL BROADCASTING CO.
ARIZONA BROADCASTING CO.

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Gila Broadcasting Company
Address ..... 6th Ave. & Relation St.
Phone Number..... 15
Transmitter Location....6th Ave. & Relation St.
Time on the Air.....16 hours daily
News Service.....AP; INS; UP
Transcription Service.....Standard Radio
Representatives.....Paul H. Raymer Co. and Arizona Broadcasting Co.

Personnel

President.....Louis F. Long
General Manager.....Paul Merrill
Commercial and Sales Promotion Manager.....David R. Worley
Publicity Director.....Paul Merrill
Program Director, Production Manager and Chief Announcer.....Norman B. Harrington
Chief Engineer.....Herbert Hartman

•

KTUC

TUCSON—EST. 1929

COLUMBIA BROADCASTING SYSTEM
ARIZONA NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By....Tucson Broadcasting Co., Inc.
Address.....E. Broadway & Tyndall
Phone Number.....5800-5801
Transmitter Location.....Broadway at Tyndall
Time on the Air.....6 a.m. to 11 p.m.
News Service.....AP
Transcription Service .....Associated
Representative.....John Blair & Co.

Personnel

Station and Commercial Mgr.....Lee Little
Sales Promotion Manager.....Gerald O'Brien
Chief Announcer.....Graham French
Program Director and Production Manager.....Wayne Sanders
Chief Engineer.....Cliff Livingston

•

KVOA

TUCSON—EST. 1928

NATIONAL BROADCASTING CO.
ARIZONA BROADCASTING COMPANY

Frequency: 1290 Kc.....Power: 1000 Watts
Owned-Operated By: Arizona Broadcasting Company, Inc.
Business Address.....P. O. Box 2911
Phone Number.....3703
Studio Address.....48 East Broadway

Transmitter Location.....10th and Lee
Time on the Air.....Unlimited license
Newspaper Affiliation.....Arizona Republic
News Service .....AP
Transcription Service.....NBC Thesaurus
Representative.....Paul H. Raymer Co.

Personnel

General Manager.....R. B. Williams

•

KYUM

YUMA—EST.1940

BLUE NETWORK-NBC
ARIZONA BROADCASTING CO.

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By..Yuma Broadcasting Co.
Business Address.....Post Office Box 352
Phone Number.....Yuma 88
Studio Address...19th Avenue and 1st Street
Transmitter Location..19th Avenue and 1st St.
Time on the Air: 7 a.m. to 10:45 p.m.; Sundays, 7:00 a.m. to 12:15 a.m.
News Service.....INS, UP
Transcription Service.....NBC Thesaurus
Representative.....Paul H. Raymer Co.

Personnel

President.....R. N. Campbell
General Manager and Director of War Programs.....Harper M. Phillips
Chief Engineer.....Leavenworh Wheeler

ARKANSAS

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

KLCN

BLYTHEVILLE—EST. 1922

Frequency: 900 Kc.....Power: 1000 Watts
Owned and Operated by...Fred O. Grimwood
Address.....Noble Hotel
Phone Number.....2093
Transmitter Location.....Armored, Ark.
Time on the Air.....6 a.m. to local sunset
News Service.....UP
Transcription Service:.....NBC Thesaurus
Representative.....The John E. Pearson Co.

Personnel

Station-Commercial Manager.....Harold L. Sudbury
Sales Promotion Manager.....Harold Sudbury
Program Director.....J. T. Sudbury
Director of War Programs-Chief Announcer.....Bill Crable
Musical Director.....Bob Berryman
Chief Engineer.....Bob Connor

•

KELD

EL DORADO—EST. 1935

BLUE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By...Radio Enterprises, Inc.
Address.....Box 610, El Dorado
Phone 1313
Transmitter Location.....Country Club Colony
Time on the Air:.....6:45 a.m. to 10:30 p.m.
News Service.....INS
Transcription Service.....Standard Radio
Representative.....Cox and Tanz

Personnel

President.....T. H. Barton
Station and Commercial Manager..Leon Sipes
Sales Promotion Manager-Publicity Director.....J. R. Duerson
Program Director.....Rodney Smith
Production Manager.....Charles Mathis
Chief Announcer.....Leon Sipes
Director of War Programs....Jacqueline Click
Chief Engineer.....A. W. Hearin

•

KFPW

FORT SMITH—EST. 1930

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By..... Southwestern Hotel Co.
Address.....1215 Garrison Ave.
Phone Number 4106
Transmitter Location .....Albert Pike & Kelley Highway
Time on the Air.....6:30 to 10:00 p.m.; Sundays, 8:00 a.m. to 9:15 p.m.
News Service.....UP and AP
Transcription Service .....NBC Thesaurus; World Broadcasting System

Personnel

President and General Mgr...John A. England
Station Manager.....J. E. "Pat" Garner
Commercial-Sales Promotion Manager.....Bill Slates
Program-Musical Director.....Dorothy Gibson
Production Manager and Publicity Director.....Pat Garner
Chief Announcer.....William A. Stapleton
Chief Engineer.....John M. Van Horn

•

KFFA

HELENA—EST. 1941

MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM
ARKANSAS NETWORK

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By:.Helena Broadcasting Co.
Address.....215 York St.
Phone Number.....Main 59
Transmitter Location.....215 York St.
Time on the Air.....104 hours weekly
News Services.....UP
Transcription Service .....Keystone Broadcasting System

Personnel

President-General Manager....Sam Anderson
Program Director and Production Manager.....Doris Trainer
Chief Engineer.....J. C. Warren
Chief Announcer.....Leland Stone

•

KTHS

HOT SPRINGS—EST. 1924

BLUE NETWORK
ARKANSAS NETWORK

Frequency.....1090 Kc.
Power.....10,000 d.; 1000 n.
Owned-Operated By..Radio Broadcasting, Inc.
Address.....135 Benton Street
Phone Number.....1160-1161

Transmitter Location.....Malvern Road
Time on the Air.....6 a.m. to 12 midnight
News Service.....UP
Transcription Service.....NBC Thesaurus
Representative.....Branham Company

Personnel

President.....John C. McCormack
Station Manager.....K. K. Kellam
Commercial Manager.....Ed Appler
Program Director and
Production Manager.....Frank A. Browne
Chief Engineer.....Cecil Suitt

•

K W F C

HOT SPRINGS—EST. 1940
MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Clyde E. Wilson
Address.....819½ Central
Phone Number.....412
Transmitter Location.....819½ Central
Time on the Air.....7 a.m. to 11 p.m.
News Service.....AP
Transcription Service.....Standard Radio

Personnel

General Manager.....Clyde E. Wilson
Commercial and Sales
Promotion Manager.....Robert Choate
Program Director.....J. Grum
Production Manager and
Publicity Director.....Jon Hackett
Chief Engineer.....Melvin P. Spann

•

K B T M

JONESBORO—EST. 1930
MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
Owned by....Jay P. Beard d/b as Regional
Broadcasting Co.
Operated By.....Mrs. Jay P. Beard
Address: KBTM Bldg., Madison at Jackson Sts.
Phone Number.....597
Transmitter Location.....Rural Route No. 4
Time on the Air.....7:00 A.M. to 10:00 P.M.

Personnel

President.....Jay P. Beard
Station Manager.....Mrs. Jay P. Beard
Commercial Manager.....W. H. Cate
Program Director.....Miss Beauton Wood

•

K A R K

LITTLE ROCK—EST. 1931
NATIONAL BROADCASTING CO.
SOUTHCENTRAL QUALITY NETWORK

Frequency: 920 Kc.....Power: 5000 Watts
Owned-Operated By: Arkansas Radio & Equipment Co.
Address.....Radio Center, 114 E. Capitol
Phone Number.....LD 224
Transmitter Location: Jackson Blvd., North Little Rock
Time on the Air.....5:45 A.M. to 11:30 P.M., Sundays, 7:00 A.M. to 11:30 P.M.
News Service.....AP, INS
Transcription Service.....Standard
Representative.....Edward Petry & Co.

Personnel

President.....T. H. Barton
V-P. and Gen. Mgr.....G. E. Zimmerman
Commercial Manager.....C. K. Beaner
Studio Manager.....Bruce Grant
Publicity Director.....Julian F. Haas
Chief Engineer.....Dan L. Winn

•

K G H I

LITTLE ROCK—EST. 1927
BLUE NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By: Arkansas Broadcasting Company
Address.Gazette Building, 3rd & Louisiana Sts.
Phone Number.....9166
Transmitter Location.....Gazette Building
Time on the Air: 6 a.m. to 11p.m, Saturdays, 6:00 a.m. to 1:00 a.m.
Newspaper Affiliation.....Arkansas Gazette
Representative.....Spot Sales, Inc.

Personnel

President.....A. L. Chilton
Station Manager.....S. C. Vinsonhaler
Commercial Manager.....R. E. Rives
Program Director.....Dorothy Weise
Chief Engineer.....K. F. Tracy

•

K L R A

LITTLE ROCK—EST. 1926
COLUMBIA BROADCASTING SYSTEM

Frequency:1010 Kc...Power 10000 d.; 5000 n.
Owned-Operated By...Arkansas Broadcasting Company
Address...Gazette Bldg., 3rd & Louisiana Sts.
Phone.....5427
Transmitter Location..Highway No. 70, 8 miles east of Little Rock
Time on the Air: 5:00 a.m. to 2:05 a.m. Mondays through Saturday; 7 a.m. to 12:30 p.m., Sundays.
Newspaper Affiliation.....Arkansas Gazette
News Service.....UP
Transcription Service.....Associated Music Publishers
Representative.....The Katz Agency

Personnel

President.....A. L. Chilton
General and
Commercial Manager.....S. C. Vinsonhaler

Merchandising Manager and
Publicity Director.....Claude Miller
Program Director.....Nina Madden
Production Manager and
Chief Announcer.....Harris Owen
Musical Director.....Tom Scott
Chief Engineer.....K. F. Tracy

KOTN

PINE BLUFF—EST. 1934

MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By,
Universal Broadcasting Corp.
Address.....505½ Main St.
Phone Number.....721
Transmitter Location.....505½ Main St.
Time on the Air.....Unlimited
News Service.....UP and AP

Personnel

President-General Manager.....B. J. Parrish
Sales Promotion Manager.....R. W. Etter
Program Director.....Ayleene Somervell

KUOA

SILOAM SPRINGS—EST. 1923

KEYSTONE BROADCASTING SYSTEM
ARKANSAS NETWORK

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Operated By.....KUOA Incorporated
Address.....Siloam Springs, Ark.
Phone Number.....77
Transmitter Location.....Siloam Springs, Ark.
Time on the Air.....6:30 a.m. to Local Sunset
News Service.....UP
Transcription Service.... World Broadcasting System, Keystone Broadcasting System
Representative.....The Walker Company

Personnel

President.....Richard Hodges
Station and Commrcial Manager.....Storm Whaley
Program Director.....Gilberta Walton
Director of War Programs.....Storm Whaley
Chief Engineer.....Kenneth Maxwell





WHITHER IN 1944?

1943 was an incredibly successful year for all Pacific Coast networks. Especially for Pacific Blue. What 1944 holds we refuse to prophesy but what happened in 1943 is a reliable key to the future.

More Stations—Two aggressively managed stations—KFMB, San Diego, and KPRO, Riverside—joined the fold, giving us 14 stations and as near perfect coverage as any advertiser can request. No other network can offer more coverage.

More Business—24 regional advertisers used Pacific Blue in 1943. In January, 1944, alone five new regional advertisers—S & W, Rainier Brewing, Lyon Van & Storage, Resinol, and Union Ice—signed for an additional 14 quarter-hours a week.

More Audience—Pacific Blue's share of the audience surged upward with every Hooper during 1943. For instance, in the morning Pacific Blue stations in the four key Coast markets showed gains of 28% to 70%, in the afternoon gains of 21% to 74%.

Same Rates—Improved coverage and more listeners have *not* meant increased rates. The same economical rate structure, the same liberal discounts still enable Pacific Blue to deliver the Coast for 20% less than any other network.

THE PACIFIC BLUE NETWORK

CALIFORNIA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

KERN

BAKERSFIELD—EST. 1932

BLUE NETWORK

Frequency: 1410 Kc.....Power: 1000 Watts
Owned-Operated By..McClatchy Broadcasting
Address .....Elks Bldg.
Phone Number 8-8431
Transmitter Location.....Ming & Oak Sts.
Time on the Air.....6 a.m. to 12 midnight
Newspaper Affiliation McClatchy Newspapers
News Service.....AP and INS
Transcription Service.....Standard Radio
Representative.....Paul H. Raymer Co.

Personnel

President.....Eleanor McClatchy
Station Manager.....Deane Banta
Commercial Manager.....Richard Brothers
Program-Publicity Director.....Michael Powell
Chief Engineer .....Verne Shatto

(See Page 358)

KPMC

BAKERSFIELD—EST. 1935

MUTUAL—DON LEE

Frequency: 1560 Kc.....Power: 1000 Watts
Owned-Operated By..Pioneer Mercantile Co.
Business Address.....20th & Eye Streets
Phone Number 8-8151
Transmitter Location.....307 East 21st St.
Time on the Air.....Unlimited license
News Service .....UP
Transcription Service.....NBC Thesaurus and Associated Music Publishers
Representative.....John Blair & Co.

Personnel

President .....F. G. R. Schamblin
Station Manager.....L. A. Schamblin
Assistant Manager.....C. C. Sturm

KRE

BERKELEY—EST. 1923

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Central California Broadcasters, Inc.
Address .....601 Ashby Avenue
Phone Number.....Ashberry 7715
Transmitter Location.....601 Ashby Avenue
Time on the Air.....Unlimited
News Service .....INS
Transcription Service .....Standard Radio

Personnel

President-Station Manager....Arthur Westlund
Sales Promotion-Program Manager .....Don Hambly
Publicity Director.....Leonora Morgan
Chief Announcer.....Phil McKernan
Musical Director.....Harrold S. Hawley

KHSL

CHICO—EST. 1935

MUTUAL BROADCASTING SYSTEM
DON LEE BROADCASTING SYSTEM

Frequency: 1290 Kc.....Power 1,000 Watts
Owned-Operated By.....Golden Empire Broadcasting Co., Inc.
Address .....4th & Broadway Sts.
Phone Number.....Chico 237-8
Transmitter Location.....Hooker Oak and Madrone Aves.
Time on the Air: 7:00 a.m. to 11:00 p.m.; 8:00 a.m. to 11:00 p.m., Sundays
News Service.....UP
Transcription Service.....Standard Radio, C. P. MacGregor
Representative.....W. S. Grant Co.

Personnel

President .....Hugh McClung
Station Manager.....M. F. Woodling
Commercial and Sales Promotion Manager.....Henry Watton, Jr.
Program and Musical Director.....Mabel Swift
Production Manager and Publicity Director.....Russell Pope
Chief Announcer.....Thomas Nelson
Chief Engineer.....Emory P. Milburn

KXO

EL CENTRO—EST. 1927

MUTUAL BROADCASTING SYSTEM
DON LEE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 100 Watts
Owned-Operated By.....Valradio, Inc.
Address .....793 Main St.
Phone Number 1100
Transmitter Location.....793 Main St.
Time on the Air.....7:00 a.m. to 11:00 p.m.
Transcription Service .....Standard Radio
Representative.....Paul H. Raymer Co.

Personnel

President.....Thomas E. Sharp
Station Manager .....Ken Thornton
Commercial Manager.....Belle Hovey
Program Director.....Jean Thornton
Chief Announcer.....Ted Todd
Chief Engineer.....James Coin

KIEM

EUREKA—EST. 1933

MUTUAL—DON LEE

Frequency: 1480 Kc.....Power: 1000 Watts

"CALIFORNIA EST OMNIS DIVISA IN PARTES TRES"

In case your Latin lessons, like ours, are some years behind you (we had to check the spelling ourselves!) Caesar's *Gallia* was also divided into three parts. ★ Tri-parte California shapes up like this:

CALIFORNIA CONSISTS OF...



1 The San Francisco-Oakland (Bay area) market;



2 The Los Angeles-San Diego (southern California) market;

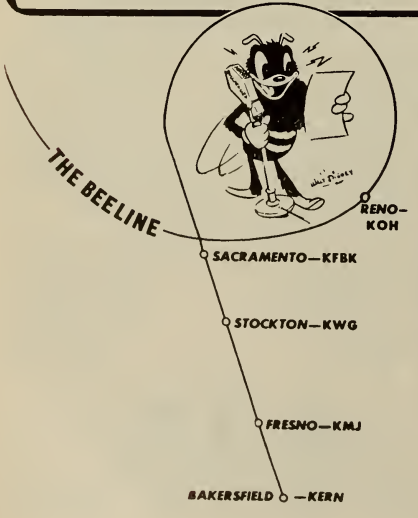
...and BIGGEST OF ALL...



3 The billion-dollar "interior" market: California's great central valleys, *plus* wealthy western Nevada...completely radio-covered *only* by

The Beeline

Your nearest Raymer office has "sweet news" about the BEELINE: *new* Hooper ratings, contour maps and mail-response facts. ★ This unique group of stations is radio's surprise package, at attractive new rates.



McClatchy Broadcasting Company

Sacramento, California

ROBERT A. STREET, *National Sales Manager*
PAUL H. RAYMER CO., *National Representative*

Owned-Operated By ....Redwood Broadcasting Co., Inc.
Business Address ..... Box 43
Phone Number.....93
Studio Address.....Vance Hotel, Eureka Inn
Transmitter Location.....McFarland Tract Humboldt Bay
Time on the Air.....Unlimited
News Service .....INS; UP
Transcription Service.....World Broadcasting System
Representative.....John Blair & Co.

Personnel

President and Station Manager.....William B. Smullin
Rural War Manager.....Eddie Logan
Commercial Manager.....Betty Lundeen
Production Manager.....C. Paul Corbin
Sales Promotion Manager.....Betty Byrd
Program Manager.....Mary Martin
Musical Director.....Jack Andrews
Religious Director..Rev. Charles H. Hudson
Office Manager.....George E. Thomson
Traffic Manager .....Betty Matthias
Education Director.....Earl Roberts
Engineer.....Alvor Olson

•

K A R M

FRESNO—EST. 1938

COLUMBIA BROADCASTING SYSTEM

Frequency: 1430 Kc.....Power: 5000 Watts
Owned-Operated By....KARM, The George Harm Station
Address .....1333 Van Ness Ave.
Phone Number 4-2966
Transmitter Location....Van Ness & Alluvial Avenues
Time on the Air.....6 a.m. to 12 midnight; 8 a.m. to 12 midnight, Sunday
News Service.....AP and INS
Transcription Service.....Standard Radio
Representative.....Edward Petry & Co., Inc.

Personnel

Owner & President.....Mrs. Hattie Harm
General Manager.....Clyde F. Coombs
Commercial Manager.....Ned L. Brown
Sales Promotion Manager.....Eldora Roth
Program Director.....Ralph Bunje
Chief Engineer.....John Scales

•

K F R E

FRESNO—EST. 1942

MUTUAL BROADCASTING SYSTEM
DON LEE BROADCASTING SYSTEM

Frequency: 1340 Kc..... Power: 250 Watts
Owned-Operated By.....J. E. Rodman
Address.....T. W. Patterson Bldg.
Phone Number..... 4-5001
Transmitter Location.....Clinton & First Sts.
Time on the Air:6 a.m. to 2 a.m.; Sundays, 8:00 a.m. to 12 midnite
News Service .....UP
Transcription Service.....Associated Music Publishers and World
Representative..... John Blair & Co.

Personnel

Owner .....J. E. Rodman
Station Manager.....Paul R. Bartlett
Program Director.....Gene Chenault
Office Manager.....Lois Daniels
Traffic Manager.....Frances Quinn
Chief Engineer.....Sheldon Anderson

•

K M J

FRESNO—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 580 Kc. .....Power: 5,000 Watts
Owned-Operated By..McClatchy Broadcasting Co.
Address .....Van Ness & Calaveras
Phone Number..... 3-6277
Transmitter Location....North & Madera Aves. Kerman
Time on the Air:.....24 hours daily
Newspaper Affiliation.....The Fresno Bee (McClatchy Newspapers)
News Service .....UP
Transcription Service.....NBC Thesaurus
Representative.....Paul H. Raymer Co.

Personnel

President.....Eleanor McClatchy
Station Manager.....Keith Collins
National Sales Manager (N. Y. C.) Robert Srteet
Sales Manager.....Coyle Chambers
Sales Promotion Manager.....Connie Marill
Traffic Manager.....Margaret Vogelsang
Special Events Director.....Frank Arthur
Program and Musical Director and Production Manager.....Andy Patterson
Publicity Director.....Jack Griffith
Chief Engineer.....Wm. N. Wallace
War Program Director.....Andy Patterson

(See Page 358)

•

K I E V

GLENDALE—EST. 1933

Frequency: 870 Kc.....Power: 250 Watts
Owned-Operated By: Cannon Broadcasting System, Ltd.
Address.....102 N. Glendale Ave.
Phone Number.....Citrus 1-1133
Transmitter Location.....102 N. Glendale Ave.
Time on the Air.....Daytime License

Personnel

President.....David H. Cannon
General Manager.....L. W. Peters

K F O X

LONG BEACH—EST. 1924

SOUTHERN CALIFORNIA BROADCASTERS ASSOCIATION

Frequency: 1280 Kc.....Power: 1000 Watts
Owned-Operated By..Nichols & Warinner, Inc.
Address.....220 E. Anaheim Street
Phone Number.....672-81
Transmitter Location...220 E. Anaheim Street
Time on the Air.....5:00 a.m. to 11:00 p.m.
News Service .....UP
Transcription Service.....Standard Radio, Langworth Transcription Service; C. P. MacGregor

Personnel

President, Station Manager and Program Director.....Hal G. Nichols
Commercial and Sales Promotion Manager and Chief Engineer..Lawrence W. McDowell
Director of War Programs.....Margaret Smith

•

K G E R

LONG BEACH—EST. 1926

Frequency: 1390 Kc.....Power: 5000 Watts
Owned-Operated By: Consolidated Broadcasting Corp.
Business Address.....435 Pine Ave.
Phone Number.....Long Beach 660-41
Studio Addresses: 435 Pine Ave.; 643 So. Olive, Los Angeles
Transmitter Location.....Atlantic & Olive, Compton
Time on the Air.....6:00 a.m. to 1:00 a.m.
News Service.....AP
Transcription Service: World Broadcasting System, Standard Radio, Lang-Worth, McGregor
National Representative.....Spot Sales, Inc.

Personnel

President-Gen'l Manager...C. Merwyn Dobyns
Commercial Manager.....Lee Wynne
Sales Promotion Manager...Thomas P. Hunter
Musical Director.....Helene Smith
Production Manager.....Iola Josephson
Chief Engineer.....Ronald Oakley

•

K E C A

LOS ANGELES—EST. 1929

BLUE NETWORK

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Operated By...Earle C. Anthony, Inc.
Address.....141 North Vermont Avenue
Phone Number.....FAirfax 2121
Transmitter Location.....2951 S. Fairfax Ave.
Time on the Air.....6:00 a.m. to 12 midnight; 8:00 a.m. to midnight, Sunday
News Service.....UP, AP
Transcription Service: Standard Radio, C. P. MacGregor, Lang-Worth
Representative.....Free & Peters, Inc.

Personnel

President.....Earle C. Anthony
General Manager.....William B. Ryan
Commercial and Sales Manager...Clyde Scott
Program Manager.....John Edwards
Musical Director.....Claude Sweeten
Production Manager.....Don McNamara
Promotion and Public Service Director.....J. G. Paltridge
Publicity Director.....Matt Barr
Continuity Editor.....Volney Cunningham
Chief Engineers.....Curtis Mason, H. L. Blatterman
Auditor .....Ernest Felix

•

K F A C

LOS ANGELES—EST. 1931

Frequency: 1330 Kc.....Power: 1000 Watts
Owned-Operated By: Los Angeles Broadcasting Company, Incorporated
Address.....645 South Mariposa
Phone Number .....FItzroy 1231
Transmitter Location.....8581 West 18th, Culver City
Time on the Air.....168 hours a week
News Service .....AP

Personnel

President-General Manager....Calvin J. Smith
Program-Musical Director.....Don Otis
Publicity Director.....Eileen Wheatley
Traffic Manager.....Lucile R. Blake
Chief Announcer.....Don Otis
Chief Engineer.....Owen J. Ford

•

K F S G

LOS ANGELES—EST. 1923

Frequency: 1150 Kc....Power: 2500 d.; 1000 n.
Owned-Operated By: Echo Park Evangelistic Ass'n
Address.....1100 Glendale Blvd.
Phone Number.....Exposition 1141
Transmitter Location.....1100 Glendale Blvd.
Time on the air: 7:45 p.m. to 12 midnight (except Fridays); Sundays, 10:30 a.m. to 12:30 p.m., 3 p.m. to 4:15 p.m., 7:00 p.m. to 12 midnight

Personnel

President.....Aimee Semple McPherson
Station Manager.....Rev. Jack Carmaine
Musical Director.....Esther Fricke Stuart
Chief Engineer.....Myron Kluge

• • CALIFORNIA • •

KFI

LOS ANGELES—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 640 Kc.....Power: 50,000 Watts
Owned-Operated By...Earle C. Anthony, Inc.
Address.....141 North Vermont Ave.
Phone Number.....FAirfax 2121
Transmitter Location.....Buena Park, Calif.
Time on the Air.....24 Hours Daily
News Service.....UP
Transcripiton Service: Standard Radio, Lang-Worth
Representative.....Edward Petry & Co., Inc.

Personnel

President.....Earle C. Anthony
General Manager.....William B. Ryan
Commercial Manager.....Clyde Scott
Program Manager.....John I. Edwards
Production Manager.....Don McNamara
Publicity Director.....Matt Barr
Director of Promotion and Public Service.....J. G. Paltridge
Auditor.....Ernest Felix
Special Events Supervisor.....Robert Purcell
Continuity Editor.....Volney Cunningham
Musical Director.....Claude Sweeten
Chief Engineers.....Curtis Mason, H. L. Blatterman

•

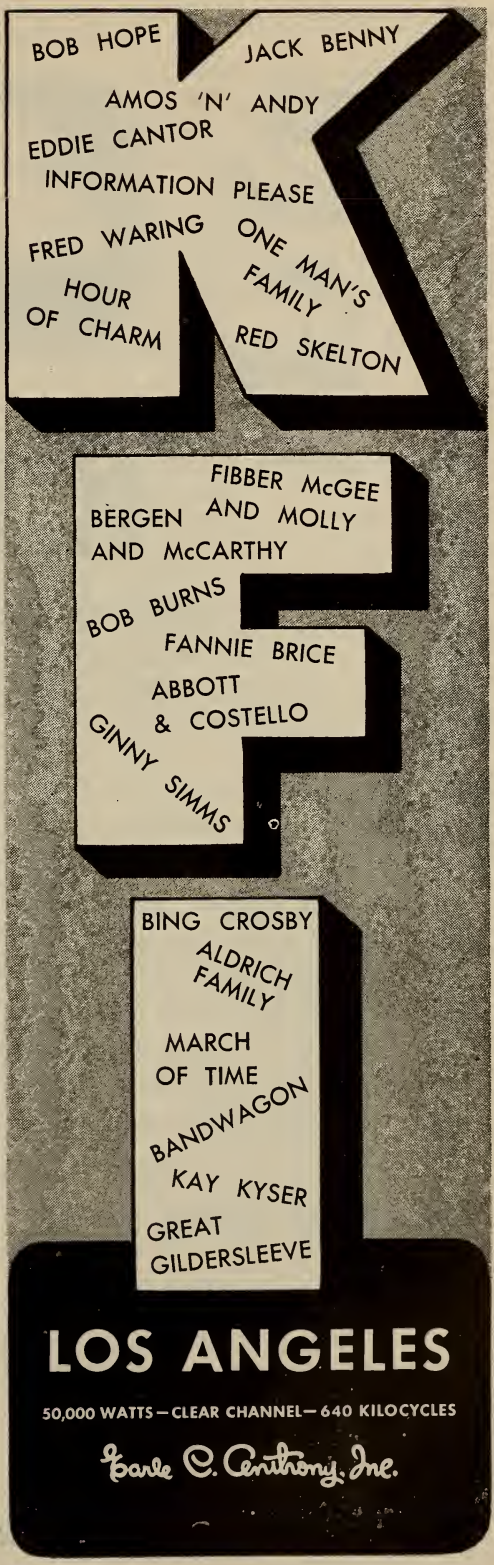
KFVD

LOS ANGELES

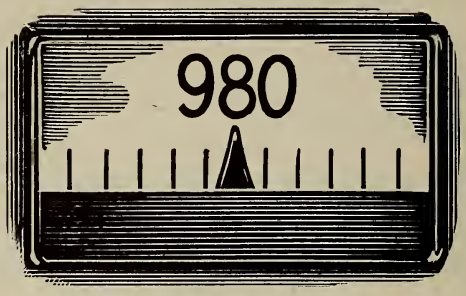
Frequency: 1020 Kc.....Power: 1000 Watts
Owned-Operated By: Standard Broadcasting Company, Inc.
Address.....338 South Western Avenue
Phone Number.....Drexel 2391
Transmitter Location....9300 Cattaraugus St.
Time on the Air:6 a.m. to sundown, 10:00 p.m. to 1:00 a.m.
News Service.....UP
Transcription Service.....Lang-Worth

Personnel

President-Station Manager.....Frank Burke
Commercial Manager.....F. J. Smalley, Jr.
Program Dir.-Chief Announcer...Howard Gray
Publicity Director.....Toni Reeder
Director of War Programs.....David Manning
Chief Engineer.....William Gass



They dial for dear old



K.F.W.B.

The only independent station with the 3 complete world-wide news services: ASSOCIATED PRESS, UNITED PRESS, INTERNATIONAL NEWS SERVICE!

* * *

980 is the hot-spot on Los Angeles area radio dials — and why not? Warner Bros.' KFWB delivers the giant audience you'd expect from the station that has (1) more local business than any other station in the greater LA area, (2) the biggest and finest studio facilities on the Coast, and (3) 5000 watts day and night — signal strength that blankets the LA marketing area and *one-third of the buying power* of the eleven Western states!

Get on the KFWBandwagon — it's really taking sponsors places, and fast!

HARRY MAIZLISH
General Manager
KFWB, Los Angeles
WILLIAM RAMBEAU, National Representative, N.Y. & Chicago

Keep Fighting With Bonds!

K F W B

LOS ANGELES—EST. 1925

Frequency: 980 Kc.....Power: 5000 Watts
Owned-Operated By: Warner Bros. Broadcasting Corp.
Address.....5833 Fernwood Ave.
Phone Number.....Hempstead 5151
Transmitter Location.Baldwin Hills, Culver City
Time on the Air.....6:00 a.m. to 1:00 a.m.
News Service.....AP, UP, INS and Reuters
Representative.....William G. Rambeau Co.

Personnel

President.....L. J. Halper
General Manager.....Harry Maizlish
Production Manager.....William Ray
Program Director.....Neil Reagan
Chief Announcer.....Harry Hall
Musical Director.....Leon Leonardi
War Program Director.....Sara Langman
Chief Engineer.....Harry Myers

•

K G F J

LOS ANGELES—EST. 1926

Frequency: 1230 Kc.....Power: 100 Watts
Owned-Operated By.....Ben S. McGlashan
Address .....1417 S. Figueroa St.
Phone Number .....Prospect 2434
Transmitter Location .....1828 Oak St.
Time on the Air .....Unlimited license
News Service ..... INS
Transcription Service .....Associated Music Publishers.

Personnel

Manager.....Thelma Kirchner
Public Relations Director.....Harry Koplan
Program Director.....Carolyn Caro

•

K H J

LOS ANGELES—EST. 1923

MBS—DON LEE

Frequency: 930 Kc.....Power: 5000 Watts
Owned-Operated By: Don Lee Broadcasting System
Business Address.....5515 Melrose Ave.
Phone Number.....HOllywood 8111
Transmitter Location.....Venice Blvd. & La Cienega
Time on the Air:24 hours daily; Monday, 12:00 midnite to 6:00 a.m.
News Service.....AP, INS, City News
Transcription Service: World Broadcasting System
Representative.....John Blair & Co.

Personnel

President.....Thomas Lee
Vice-President and General Manager.....Lewis Allen Weiss
Vice President and Assistant Manager.....Willet H. Brown
Commercial Manager.....Sydney Gaynor
Program Director.....Sid Fuller
Sales Promotion and Publicity Director.....Fair Taylor
Traffic Manager.....Mary E. Ryan
Musical Director.....Frank De Vol
War Program Director.....Tony La Frano
Chief Engineer.....Frank Kennedy

When You're Buying
LOS ANGELES
Buy
THE BIGGEST AUDIENCE
For
THE LEAST MONEY
Spend your budget on
K G F J
The 24-Hour Station
1230 Kc.
Featuring
NEWS and MUSIC
Covering the Los Angeles Metropolitan and Suburban Area with a population of 3,000,000

KMPC

LOS ANGELES—EST. 1928

Frequency: 710 Kc.....Power: 10,000 Watts
Owned By: KMPC, The Station of the Stars, Inc.
Address.....5939 Sunset Blvd.
Phone Number.....Hollywood 5341
Transmitter Location.....12755 Burbank Blvd.
Time on the Air.....6 a.m. to midnight
News Service.....UP and AP
Transcription.....Associated, World
Representative.....Paul H. Raymer Co.

Personnel

President.....G. A. Richards
V. P. & Gen. Mgr.....Robert O. Reynolds
Commercial Manager.....Herbert Wixson
Production Manager.....Howard Rhines
Program Manager.....Woodrow Hattie
Publicity Director.....Willard Hanes
Special Events Director.....Jack Sherman
Traffic Manager.....Alice Richards
Musical Director.....Marie Hudson
Program Director.....Don Otis
Acting Chief Engineer.....James LaShaun

•

KNX

LOS ANGELES—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1070 Kc..... Power: 50,000 Watts
Owned-Operated By ..Columbia Broadcasting System, Inc.
Address.....6121 Sunset Blvd.
Phone Number.....Hollywood 1212
Transmitter Location....Columbia Park, Torrance, Calif.
Time on the Air.....24 hours daily
News Service.....AP; INS; UP
Transcription Service.....Associated
Representative..... Radio Sales

Personnel

Vice President and General Manager.....Donald W. Thornburgh
Ass't Gen'l Mgr. and Director of Network Sales.....Harry W. Witt
Pacific Coast Sales Mgr...George L. Moskovics
Sales Manager (KNX).....J. A. Morton
Sales Promotion Manager.....Ralph Taylor
Merchandising & Sales Service Manager.....Jack O'Mara
Radio Sales Representative.....Meredith Pratt
Program Manager.....Hal Hudson
Chief Engineer.....Lester H. Bowman
Director of Public Relations.....Fox Case
Director of Press Information..Lloyd Brownfield
Operations Manager.....Ben Paley
CBS Western Musical Director....Lud Gluskin
Musical Director (KNX).....Wilbur Hatch
Continuity Chief.....Everett Tomlinson
Production Manager.....Edith Todesca
Managing News Editor.....Clinton Jones
Stations Relations Manager...E. W. Buckalew

★

KMPC

Los Angeles

★

710 Kc.

★

10,000

WATTS

★

The Most Powerful Independent in the West

G. A. RICHARDS, *President* — R. O. REYNOLDS, *V.P. and Gen. Mgr.*

National Rep.—Paul H. Raymer Co.

KMTR

LOS ANGELES—EST. 1924

Frequency: 570 Kc.....Power: 1000 Watts
Owned-Operated By.....KMTR Radio Corp.
Address.....1000 Cahuenga Blvd.
Phone Number.....Hillside 1161
Transmitter Location.....1000 Cahuenga Blvd.
Time on the Air.....24 hours daily
News Service.....Radio News Reel, INS
Transcription Service..Lang-Worth; Standard Radio
Representative.....Burn-Smith Co.

Personnel

Station and Production Manager.....Kenneth O. Tinkham
Public Relations Director.....Mary E. Behner
Publicity Director.....Hal M. Ayres
Traffic Manager.....Marion Page
Recording Division.....Lyman M. Smith
Musical Director.....Salvatore Santaella
Chief Engineer.....Pete Wilson

•

KRKD

LOS ANGELES—EST. 1927

Frequency: 1150 Kc...Power: 2500 d.; 1,000 n.
Owned-Operated By.....Radio Broadcasters, Incorporated
Business Address.....541 So. Spring Street
Phone Number.....Tucker 7111
Studio Addresses....312 Spring Arcade Bldg.; 541 So. Spring St.
Transmitter Location....1100 Glendale Blvd.
Time on the Air.....Shares Time with KFSG
News Service.....INS

Personnel

General Manager.....Ned Connor
Program Director.....Venna Taylor
Chief Engineer.....Willis O. Freitag
Chief Announcer.....Doug Douglas

•

KMYC

MARYSVILLE—EST. 1940

MUTUAL BROADCASTING SYSTEM
DON LEE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Marysville-Yuba City Broadcasters, Inc.
Address.....P. O. Box 631, Marysville, Calif.
Phone Number.....2080
Transmitter Location.....Three miles north of Marysville on Laurellan Road
Time on the Air.....6:30 a.m. to 12 midnight
News Service.....UP
Transcription Service.....Standard Radio
Representative.....W. S. Grant Co.

Personnel

President.....Horace Thomas
Station and Commercial Manager.Joe D. Carroll
Sales Promotion Manager.....Tommie Johnson
Program Director and Production Manager.....Ruth Parmeter
Chief Engineer.....B. B. Ballard
Musical Director.....Lois Carroll
Chief Announcer.....Al Powell

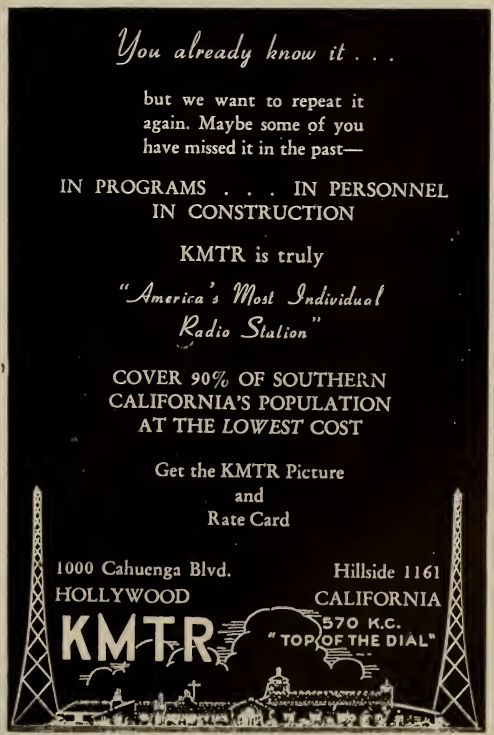
•

KYOS

MERCED—EST. 1936

MUTUAL BROADCASTING SYSTEM
DON LEE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By....Merced Broadcasting Company
Business Address.....P. O. Box 717
Phone Numbers.....1430; 1431
Studio Address....."G" Street Grade
Transmitter Location....."G" Street Grade
Time on the Air.....6:00 a.m. to 11:00 p.m.
News Service.....UP
Transcription Service.....Standard Radio, MacGregor
National Sales Office.....580 Market St., San Francisco
Representative.....W. S. Grant



Personnel

General Director.....Hugh McClung
Station Manager.....Mel Marshall
Commercial Manager.....Karl Kruger
Sales Promotion Manager.....George Spelvin
Program Director.....Jack Church
Chief Engineer.....Malcolm R. Beavers

KTRB

MODESTO—EST. 1934

Frequency: 860 Kc.....Power: 1000 Watts
Owned-Operated By..KTRB Broadcasting Co.,
Business Address.....P. O. Box 593
Phone Number..... 774
Studio and Transmitter.....Norwegian Ave.
News Service .....INS

Personnel

President-Station Manager..Wm. H. Bates, Jr.

KDON

MONTEREY—EST. 1935

DON LEE—MUTUAL

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....Monterey Peninsula Broadcasting Co.
Business Address.....275 Pearl St.
Phone Number: .....Monterey 8501
Studio Addresses ..275 Pearl St.; 137 Monterey St., Salinas
Transmitter Location .....Municipal Wharf
Time on the Air.....6:30 a.m. to 10.00 p.m.
Newspaper Affiliation....Monterey Peninsula Herald; Salinas, Californian
News Service .....UP
Transcription Service.....Standard Radio

Personnel

President .....Paul H. Caswell
Station Managers.....Howard V. Walters, Bernard E. Cooney
Sales Promotion Manager.....Don Ferguson
Program Director.....Howard Walters
Chief Announcer.....Orel Phillips
Chief Engineer.....Edward C. Duty

KLX

OAKLAND—EST. 1922

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Operated By....Tribune Building Corp.
Address ....Tribune Tower, 13th & Franklin Streets



Phone Number .....Templebar 6000
Transmitter Location.....Tribune Tower
Time on the Air:6:25 a.m. to 2:30 a.m.; 9:00 a.m. to 1:00 a.m., Sunday
Newspaper Affiliation.....Oakland Tribune
News Service.....AP
Transcription Service.....World Broadcasting System: Photo and Sound, Inc.
Representative.....Joseph Hershey McGillvra

Personnel

President-Owner.....J. R. Knowland, Jr.
General Manager.....Glenn Shaw
Commercial Manager.....Virginia May
Sales Promotion Manager.....Walter Brown
Program Director.....Ed Calder
Production Manager.....Don Victor
Publicity Director.....Jean Adams
Artists Bureau.....Virginia May
Musical Director.....Margaret Orrison
Chief Engineer.....Ros Smith
War Program Director.....Wynonah Winslow
Chief Announcer.....Everett Claiborne

•

K L S

OAKLAND—EST. 1920

Frequency: 1310 Kc. .....Power: 1000 Watts
Owned By .....S. W. & E. N. Warner
Operated by .....Warner Brothers
Address ..... 327-21st Street
Phone Number .....Higate 1212
Transmitter Location.....327-21st Street
Time on the Air.....24 hours
News Service .....INS

Personnel

President-Owners.....S. W. and E. N. Warner
Station Manager .....S. W. Warner
Commercial and Sales Promotion Manager.....F. W. Morse
Program Director .....C. de Costa
Publicity Director.....D. F. Davis
Chief Announcer.....R. Roberts
Chief Engineer.....Howard Faulknor

•

K R O W

OAKLAND—EST. 1925

Frequency: 960 Kc. .....Power 1000 Watts
Owned-Operated By ....Educational Broadcasting Corporation
Business Address ....Radio Center Building, 464 - 19th Street
Phone Number.....GLencourt 6774
Studio Addresses.....Radio Center Building Bellevue Hotel, San Francisco; Newsreel Theatre, Oakland, Calif.
Transmitter Location .....1522 - 8th Avenue
Time on the Air.....125 hours weekly
News Service .....INS
Transcription Service.....Standard Radio; Langworth
Representative ..... Free & Peters, Inc.

Personnel

President .....W. I. Dumm
Vice-President-General Manager .....Philip G. Lasky
Commercial Manager.....A. V. Bamford
Program Director.....Bert Winn
Production Manager.....Wallace Elliott
Publicity Director.....Mercedes Prosser
Chief Announcer.....Scott Weakley
Chief Engineer .....C. E. Downey
Director of War Programs.....Phyllis Flynn

•

K P A S

PASADENA—EST. 1941

Frequency: 1110 Kc.....Power: 10,000 Watts
Owned-Operated By: Pacific Coast Broadcasting Co.
Business Address...1401 South Oak Knoll Rd.
Phone Number..RYan 1-6991; SYcamore 6-9281
Studio Addresses: Huntington Hotel; Music City, Sunset & Vine Sts., Hollywood

In Oakland....

the largest

Department Store .
Apparel Shop . . .
Furniture Store . .
Jewelry Store . . .
Bread Bakery . . .

are on KROW *exclusively!*

These, together with added scores of national and local advertisers who are on Oakland's progressive station, make mighty convincing evidence that . . .

Radio in Oakland means

KROW



RADIO CENTER BLDG.
19th and Broadway
OAKLAND 12, CALIF.
Philip G. Lasky
General Manager
Studios in Oakland and San Francisco

FREE & PETERS, INC., Exclusive National Representatives

Transmitter Location: Lexington & Gallatin Rd., El Monte, Calif.
Time on the Air.....6:00 a.m. to 12 midnight
News Service.....INS
Transcription Service: Lang-Worth; Associated Music Publishers
Representative.Joseph Hershey McGillvra, Inc.

Personnel

President.....J. Frank Burke
Production Manager.....Loyal K. King
Commercial Manager.....Frank Burke, Jr.

•

K P P C

PASADENA—EST. 1924

Frequency: 1240 Kc.....Power: 100 Watts
Owned-Operated By: Pasadena Presbyterian Church
Address.....585 East Colorado St.
Phone Number.....Sycamore 3-2193
Transmitter Location...585 East Colorado St.
Time on the air: Sundays, 9 a.m. to 1 p.m. and 6:45 p.m. to 9 p.m.; Wednesdays, 7 p.m. to 9:30 p.m.

Personnel

President.....C. Franklin Ward
Chief Announcer.....Vincent Parsons
Program-Musical Director.....Leon Hall
Chief Engineer.....N. V. Parsons
(Non-Commercial Station)

•

K W K W

PASADENA—EST. 1942

Frequency: 1430 Kc.....Power: 1000 Watts
Owned-Operated By.....Southern California Broadcasting Co.
Address.....425 East Green St.
Phone.....Ryan 1-6744
Transmitter Location.....San Gabriel
Time on the Air.....6:00 a.m. to sunset
News Service.....UP
Transcription Service.....Standard Radio

Personnel

Station Manager.....Howard L. Tullis
Commercial Manager.....Bob Atkinson
Program Director.....Paul Allison
Chief Engineer.....Paul Spargo

•

K V C V

REDDING—EST. 1936

MUTUAL—DON LEE

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By: Golden Empire Broadcasting Co.
Business Address.....P. O. Box 559
Phone Number.....1646, 1647
Studio Address.....Highway No. 99
Transmitter Location.....Highway No. 99
Time on the Air.....Unlimited license
News Service.....INS, UP
Transcription Service.....Standard Radio; C. P. MacGregor
Representative.....Will Grant

Personnel

President.....Hugh McClung
Station Manager.....Ralph R. Bryan

•

K P R O

RIVERSIDE—EST. 1938

BLUE NETWORK

Frequency: 1440 Kc.....Power: 1000 Watts
Owned-Operated By: Broadcasting Corporation of America
Business Address: 3401 Russell St., Riverside, Calif.
Phone Number: Riverside 6290, San Bernardino 5157
Studio Address: 3401 Russell St., Riverside American National Bank Bldg., San Bernardino
Transmitter Location:.....3401 Russell St.
Time on the Air....6:00 a.m. to 12:00 midnight
News Service.....INS and AP
Transcription Service: Associated Music Publishers
Representative.....Joseph Hershey McGillvra

Personnel

President-General Manager.....W. L. Gleeson
Station Manager.....H. W. Wilson
Sales Promotion and Publicity Director.....V. B. Hadden
Program Director.....H. R. Rutan
Chief Engineer and Production Manager.....Fred Hammond

•

K F B K

SACRAMENTO—EST. 1922

BLUE NETWORK

Frequency: 1530 Kc.....Power: 10,000 Watts
Owned-Operated By: McClatchy Broadcasting Co.
Business Address.....708 Eye St.
Phone Number.....2-5011
Transmitter Location.....Yola County
Time on the Air.....24 hours daily
Newspaper Affiliation.....Sacramento Bee
News Service.....UP and AP
Transcription Service.....NBC Thesaurus
Representative.....Paul H. Raymer Co.

Personnel

President.....Eleanor McClatchy
Station Manager.....Leo O. Ricketts
Program and Publicity Director.....Howard L. Bailey
Sales Manager.....Jack Schacht
Musical Director.....Emil Martin
Chief Engineer.....Stam Sronce

(See Page 358)

KROY

SACRAMENTO—EST. 1937

COLUMBIA BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
Owned By.....Royal Miller, Marion Miller, L. H. Penney, and Gladys W. Penney.
Operated By.....Royal Miller Radio
Address.....Hotel Sacramento Bldg.
Phone Number.....3-2525
Transmitter Location.....65th St. at 14th Ave.
Time on the Air:6:15 a.m. to 12:00 midnight. Sundays, 8:00 a.m. to 12 midnight.
News Service.....INS
Transcription Service.....Standard Radio
Representative....Joseph Hershey McGillvra

Personnel

President-Owner.....Royal Miller
Station Manager.....Mrs. Royal Miller
Sales Manager.....H. Shelton Earp, Jr.
Program and Musical Director.....Evangeline Baker
Chief Engineer.....Howard Martineau
Chief Announcer.....Bill Triest

KFXM

SAN BERNARDINO—EST. 1929

MUTUAL—DON LEE

Frequency: 1240 Kc.....Power: 250 Watts
Owned By.....J. C. and E. W. Lee
Operated By.....Lee Bros. Broadcasting Co.
Address.....California Hotel
Phone Number.....4-761, 4-762
Transmitter Location.....990 Colton Ave.
Time on the Air: 6:00 a.m. to 12 midnite, except Wednesday and Sunday; Wednesdays, 6 a.m. to 7 p.m. and 9:30 p.m. to 12 midnite; Sundays, 1 p.m. to 6:45 p.m. and 9 p.m. to 11:00 p.m.
News Service.....INS and UP
Transcription Service.....Standard Radio
Representative.....John Blair & Co.

Personnel

Partners.....J. C. & E. W. Lee
Station Manager.....Maury A. Vroman
Program Director and Chief Announcer.....Charles Craig
Publicity-Sales Manager.....M. Austin King
Chief Engineer.....Richard T. Sampson
Director of War Programs....Howard Baichley

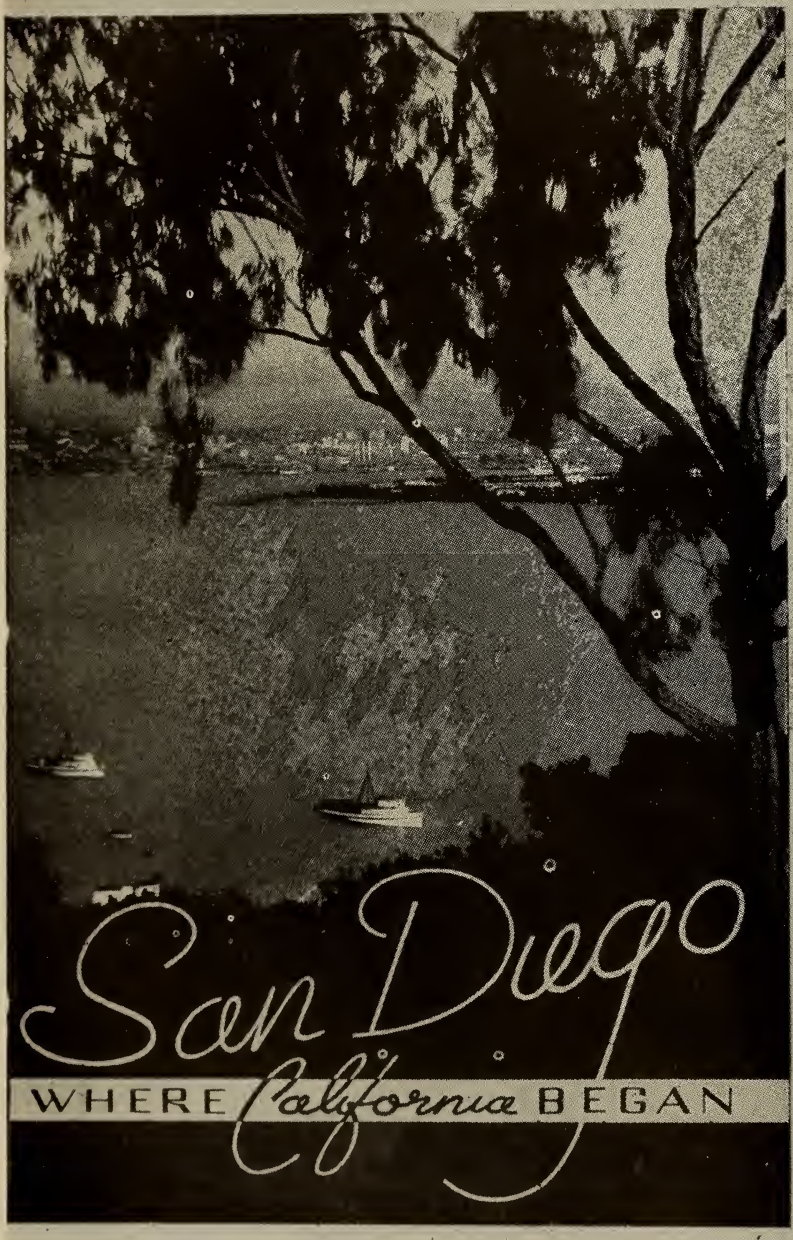
AP

NEWS
FOR
RADIO

is available
exclusively through

Press Association, Inc.
50 Rockefeller Plaza
New York, N. Y.

PRETTY—ISN'T IT?



Yes Indeed SAN DIEGO is Really a PRETTY PICTURE!

★

IN THIS picture you can see the hub of a rich . . . highly concentrated market . . . America's first and leading market in per capita buying power . . . where the 550,000 busy . . . working . . . buying civilian population spends the amazing sum of $416,000,000 a year!! That's buying at the rate of $8,000,000.00 every six days!!

★

KFMB is the spark plug for this market and is all that is needed to do the job because 90% of the population makes up metropolitan San Diego and they all reside within 15 miles of our antenna!!

★

WITH a full schedule of Blue network shows . . . plus local programs and features . . . KFMB is San Diego's busy . . . aggressive station!!

BUY KFMB

JACK O. GROSS
President & General Manager

SAN DIEGO'S BLUE NETWORK STATION

REPRESENTED BY RAMBEAU

K F M B

SAN DIEGO—EST. 1941

BLUE NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By: Worcester Broadcasting Corp.
Address.....1375 Pacific Blvd.
Phone Number .....Main 2114
Transmitter Location .....Spreckles B'dg.
Time on the Air.....6:00 a.m. to 12 midnight
News Service.....AP
Transcription Service.....Standard Radio
Representative.....William G. Rambeau Co.

Personnel

President, Station and Commercial Manager.....Jack Gross
Sales Promotion Manager and Publicity Director.....John Eves
Program Director and Production Manager.....Charles Granville
War Program Director.....Charles Granville
Chief Engineer.....Charles A. Cooper

•

K F S D

SAN DIEGO—EST. 1926

NATIONAL BROADCASTING COMPANY

Frequency: 600 Kc.....Power: 1000 Watts
Owned-Operated By.....Airfan Radio Corporation, Ltd.
Address .....U. S. Grant Hotel, 326 Broadway
Phone Number .....Franklin 6353
Transmitter Location .....326 Broadway
Time on the Air.....Unlimited license
Transcription Service.....NBC Thesaurus;
Representative .....Paul H. Raymer Co.

Personnel

President-Owner and Station Manager.....Thomas E. Sharp
Assistant Manager.....M. R. Harris
Commercial-Sales Promotion Manager .....John Babcock
Program Director .....Leah McMahon

•

K G B

SAN DIEGO—EST. 1931

MUTUAL—DON LEE

Frequency: 1360 Kc.....Power: 1000 Watts
Owned-Operated By: Don Lee Broadcasting System
Address.....1012 First Ave.
Phone Number.....Franklin 6151
Transmitter Location.....Pickwick Hotel
Time on the air: 6 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
News Service.....AP, INS, UP
Transcription Service: World Broadcasting System
Representative.....John Blair & Co.

Personnel

President.....Thomas S. Lee
Genl. Mgr.....Lewis Allen Weiss
Station Manager.....F. D. Ide
Commercial-Sales Promotion Manager.....William A. Evans
Production Manager.....Jerry Lee Pecht
Program and Musical Director....James Dillon
Chief Announcer.....Bailey Warren
Chief Engineer.....William G. Collins

•

K F R C

SAN FRANCISCO—EST. 1924

MUTUAL—DON LEE BROADCASTING SYSTEMS

Frequency: 610 Kc.....Power: 5000 Watts
Owned-Operated By: Don Lee Broadcasting System
Address.....1000 Van Ness Avenue
Phone Number.....Prospect 0100
Transmitter Location.....1000 Van Ness Ave.
Time on the air: 6 a.m. to midnight; Sundays, 7 a.m. to midnight
News Service.....AP, INS
Transcription Service: World Broadcasting System
Representative.....John Blair & Co.

Personnel

President.....Thomas L. Lee
General Manager.....Lewis Allen Weiss
Station Manager.....Dan Donnelly
Local Sales Manager.....Merwyn McCabe
Program-Production Manager.....Pat Kelly
Sales Promotion and Publicity Manager.....Bunty Keyser
Chief Announcer.....Bob Bence
Musical Director.....Cy Trobbe
Chief Engineer.....Jim McArdle
Record Master of Ceremony.....Truman Thompson

•

K G O

SAN FRANCISCO—EST. 1924

BLUE NETWORK

Frequency: 810 Kc.....Power 7500 Watts
Owned-Operated By.....Blue Network Co.
Address .....Taylor & O'Farrell Streets
Phone Number.....Graystone 6565
Transmitter Location..5144 E. 12th St., Oakland
Time on the Air.....24 hours daily; Midnight to 6 a.m. Sundays
News Service.....AP, INS, UP, Transradio
Transcription Service: Standard, Associated, NBC Thesaurus, BMI, Sherman Clay (local)
National Sales Office, Blue Network, New York City
Representative.....Blue Spot Sales

Personnel

President.....Mark Woods
Station Manager.....Don Searle
Sales Manager.....Frank Samuels
Promotion-Publicity Manager.....Robert H. Wesson
Program Director.....Robert Dwan
Production Manager.....Watson Humphrey
Chief Announcer.....Berton Bennett
Station Engineer.....R. B. Palmer
Musical Director.....Phil Bouere
Record Master of Ceremony.....Bill Baldwin

KJBS

SAN FRANCISCO—EST. 1925

Frequency: 1100 Kc.....Power: 500 Watts
Owned By.....Julius Brunton & Sons Co.
Operated By.....Ralph R. Brunton
Address.....1470 Pine Street
Phone Number.....Ordway 4148
Transmitter Location.....1470 Pine Street
Time on the Air: Sunday through Friday, 10 p.m. until local sunset; Saturday, 11:30 p.m. until local sunset
News Service.....INS; UP
Transcription Service.....Standard
Representative.....William G. Rambeau Co., Homer Owen Griffith

Personnel

Secretary-Treasurer.....Sherwood P. Brunton
Manager .....E. P. Franklin
Program Director.....Jack Irving

KPO

SAN FRANCISCO—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 680 Kc.....Power: 50,000 Watts
Owned-Operated By..National Broadcasting Company
Address.....Taylor & O'Farrell Streets
Phone Number.....Graystone 8700
Transmitter Location .....Belmont
Time on the Air: 24 hours daily except Sunday, midnight to 6:00 a.m. Monday
News Service.....AP; INS; UP
Transcription Service.....NBC Thesaurus; Standard Radio

Personnel

General Manager.....John W. Elwood
Sales Manager.....Alfred Crapsey
Program Director.....Ray Buffum
Assistant Program Manager.....Floyd Farr
Director of News and Special events Charles A. Cooney
Director of Public Service....Catharine Sibley
Auditor.....A. G. Diederichs
Publicity Director.....Louise Landis
Continuity Director.....Byron Mills
Traffic Manager.....Fay Pattee Smith
Chief Announcer.....Floyd Farr
Network Sales..Ray Baker, Walter Tolleson, Jr.
Spot Sales.....Donald A. Norman
Sales Promotion Manager.....Helen Murray
Director of Agriculture.....Henry Schacht, Jr.
Radio Recording.....Janet Sligh
Station Engineer.....George Greaves

KSAN

SAN FRANCISCO—EST. 1925

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Golden Gate Broadcasting Corp.
Address .....1355 Market St., Merchandise Mart Bldg.
Phone Number.....Market 8171
Transmitter Location.....1355 Market St.
Time on the Air.....Unlimited
News Service.....UP and AP
Transcription Service.....Langworth

Personnel

President .....S. H. Patterson
Station and Commercial Manager .....Jerry Akers
Sales Promotion and Program Director.....Don Austin
Production Manager.....Ted Lenz
Chief Engineer.....N. J. Patterson

KSFO

SAN FRANCISCO—EST. 1925

Frequency: 560 Kc...Power: 5000 d.; 1000 n.
Owned-Operated By....The Associated Broadcasters, Inc.
Address.....Mark Hopkins Hotel
Phone Number.....Exbrook 4567
Transmitter Location.....San Francisco
Time on the Air.....Unlimited License
News Service.....INS, UP
Transcription Service.....Lang-Worth, Standard, AMP
Representative.....Weed & Company

Personnel

President.....W. I. Dumm
Vice President and General Manager.....Lincoln Dellar
Station Manager.....Edward T. Jansen
Commercial and Sales Promotion Manager.....Morton Sidley
Program Director.....Harlan Dunning
Publicity Director.....Austin Fenger
Chief Engineer.....R. V. Howard
Operations Director.....Lincoln Miller

KYA

SAN FRANCISCO—EST. 1926

Frequency: 1260 Kc...Power: 5000 d.; 1000 n.
Owned-Operated By...Palo Alto Radio Station, Inc.

Address....Hearst Bldg., 3rd & Market Sts.
Phone Number.....DOuglas 2536
Transmitter Location.....Candlestick Point, Bay View Park
Time on the Air: 6:00 a.m. to 12 midnight;
News Service.....INS, AP and UP
Transcription Service..Associated Music Pub lishers
Representative.....Spot Sales, Inc

Personnel

President and Station Manager.Don Fedderson
Sales and Sales Promotion Manager.....D. E. Lundy
Program Director and Production Manager.....Jack Williams
Publicity Director.....Margery Hood
Musical Director.....Alfred Frankenstein
Chief Engineer.....Paul C. Schulz

•

K Q W

SAN JOSE—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 740 Kc.....Power: 5000 Watts
Owned-Operated By.....Pacific Agricultural Foundation, Limited
Business Address.....San Jose; Palace Hotel San Francisco
Phone Numbers.....Ballard 2616 (San Jose), EXbrook 3233
Studio Address.....87 E. San Antonio St. San Jose; Palace Hotel, San Francisco
Transmitter Location.....Alviso, California
Time on the Air.....6:00 a.m. to 12 midnight
News Service.....INS; UP
Transcription Service.....Standard Radio; NBC Thesaurus
Representative.....Edward Petry & Co., Inc.

Personnel

President.....Ralph R. Brunton
General and Sales Manager..C. L. McCarthy
Publicity & Sales Promotion Mgr.Anne Director
Program Director.....Ken Craig
Production Manager and Chief Announcer.....Fred Ruegg
Musical Director.....Ernest Gill
Chief Engineer.....Ken Owen

•

K V E C

SAN LUIS OBISPO—EST. 1937

MUTUAL—DON LEE

Frequency: 1230 Kc.....Power: 250 Watts
Owned & Operated By...Christina M. Jacobson trading as Valley Electric Co.
Business Address.....851 Higuera Street
Phone Number....San Luis Obispo 1100-1101
Studio Address.....Mt. View & Hill Streets
Transmitter Location....Roosevelt Highway—1½ miles north of San Luis Obispo
Time on the Air: 6:30 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
News Service.....AP
Transcription Service.....Standard Radio
Representative: Homer Griffith Co., Los Angeles and San Francisco

Personnel

Owner.....Christina M. Jacobson
Manager.....Les Hacker
Commercial and Sales Promotion Manager.....Joe Shuttleworth
Program Director and Production Manager.....Clarence Merker
Chief Announcer and Musical Director.....Anthony Ricca
Chief Engineer.....Earl Travis

•

K V O E

SANTA ANA—EST. 1926

DON LEE — MUTUAL

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....The Voice of the Orange Empire, Inc., Ltd.
Business Address.....307 North Broadway
Phone Number..... 4901-R
Studio Address.....2825 West 5th St.
Transmitter Location.....2825 West 5th St.
Time on the Air: 7 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
Transcription Service.....C. P. MacGregor
Representative.....John Blair & Co.

Personnel

President and General Manager, Ernest L. Spencer
Program Director-Chief Engineer.....Wallace S. Wiggins

•

K D B

SANTA BARBARA—EST. 1921

MUTUAL—DON LEE BROADCASTING SYSTEMS

Frequency: 1490 Kc..... Power: 250 Watts
Owned-Operated By Don Lee Broadcasting System
Address.....17 East Haley
Phone Number.....Santa Barbara 4131
Transmitter Location.....17 East Haley
Time on the Air: 6:45 a.m. to 11:00 p.m.; Sunday 8:00 a.m. to 12:15 a.m.
New Service.....AP
Transcription Service....World Broadcasting System
Representative.....John Blair & Co.

Personnel

President.....Thomas S. Lee
Vice President and General Manager.....Lewis Allen Weiss
Station Manager.....Fin Hollinger
Program Director.....Richard Day
Sales Promotion-Publicity Manager Fin Hollinger

Musical Director.....Kay B. Summers
Chief Engineer.....William C. Buckley

•

K T M S

SANTA BARBARA—EST. 1937

BLUE NETWORK

Frequency: 1250 Kc. .....Power: 1000 Watts
Owned-Operated By....News-Press Publishing Co.
Address .....De LaGuerra Plaza
Phone Number..... 6111
Transmitter Location.....Goleta, Calif.
Time on the Air: 7:00 a.m. to 11:00 p.m. daily; Sunday 8:00 a.m. to 11:00 p.m.
Newspaper Affiliation.....Santa Barbara News-Press
News Service.....AP
Representative.....Paul H. Raymer Co.

Personnel

President-Owner.....T. M. Storke
Station and Commercial Manager.....Louis F. Kroeck
Sales Promotion Manager.....Don Roberts
Program Director and Production Manager.....Ken Peters
Publicity Director.....Stella Hollowell
Chief Announcer.....Frank Weltmer
Musical Director.....Carol Lee
Chief Engineer.....Bill McHardie
Director of War Programs.....Mary Baciu

•

K S R O

SANTA ROSA—EST. 1937

Frequency: 1350 Kc. .....Power: 1000 Watts
Owned By.....Ruth W. Finley
Operated By .....Wilt Gunzendorfer
Business Address.....427 Mendocino Ave.
Phone Number 110
Studio Address.....427 Mendocino Ave· Casa de Vallejo Hotel, Vallejo
Transmitter Location Fresno and Finley Aves.
Time on the Air: 6:30 a·m. to 10 p.m·; Sundays, 9 a.m. to 10 p.m.
News Service.....AP; INS; UP
Transcription Service: World Broadcasting System; Standard

Personnel

President .....Ruth Finley
Station and Commercial Manager .....Wilt Guzendorfer
Sales Promotion Manager.....Eddie Handley
Publicity Program Manager.....Karl Barron
Chief Engineer.....Howard McCauley
Production Manager.....Jim Lister

•

K G D M

STOCKTON—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 1140 Kc.....Power: 5000 Watts
Owned-Operated By.....E. F. Peffer
Address.....42 S. California
Phone Number.....4-4551
Transmitter Location..S.E. 3 miles on 99 hiway
Time on the Air.....6:00 a.m. to 12 midnight
News Service..... INS
Transcription Service....World Broadcasting System

Personnel

Owner .....E. F. Peffer
Manager..... E. Smith
Program Director.....Donald J. Ralph
Chief Engineer.....Lloyd Amoo

•

K W G

STOCKTON—EST. 1921

BLUE NETWORK

Frequency: 1230 Kc.....Power: 100 Watts
Owned-Operated By.....McClatchy Broadcasting Co.
Address ..... Hotel Wolf
Phone Number 22727
Transmitter Location .....Weber & E Sts.
Time on the Air.....5 a.m. to 12 midnight
Newspaper Affiliation: McClatchy Newspapers
News Service ..... UP
Transcription Service.....Standard Radio
Representative .....Paul H. Raymer Co.

Personnel

President.....Eleanor McClatchy
Station & Sales Promotion Manager.....George Ross
Sales Promotion Manager.....Bill Straub
Chief Announcer.....Dick Fox
Chief Engineer.....Lee Berryhill

(See Page 358)

•

K T K C

VISALIA—EST. 1937

BLUE NETWORK

Frequency: 940 Kc.....Power: 5,000 Watts
Owned-Operated By..Tulare-Kings Counties Radio Associates
Business Address.....Post Office Box 511
Phone Number 575
Studio Addresses.....1¾ miles southwest of Visalia; Hotel Fresno, Fresno
Transmitter Location....1¾ miles southwest of Visalia, California
Time on the Air.....6:00 a·m. to 11:00 p.m.
Newspaper Affiliation: Visalia Times-Delta, Tulare Times and Advance Register, Hanford Sentinel, Porterville Recorder
News Service .....AP
Transcription Service.....World Broadcasting System, Langworth, Standard

National Sales Office Address:
Wm. Rambeau, Chicago and New York
Representatives: Wm. Grant Co., San Francisco; Homer Griffith Co., Los Angeles

Personnel

General Manager.....Chas. A. Whitmore
Station Manager.....Chas. P. Scott
Sales Manager.....C. E. Niete
Program-Production Director.....Gerry Erwin
Chief Engineer.....Bert Williamson
Chief Announcer.....Lyman Treister

KHUB

WATSONVILLE—EST. 1937

BLUE NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
Owned By.....Luther E. Gibson
Operated By.....Roger R. Hunt
Business Address.....Atkinson Lane
Phone Number 1700-1
Studio Address.....KHUB, Watsonville
Transmitter Location: 2 miles North of Watsonville
Time on the Air.....7 a.m. to 10 p.m.
News Service .....AP
Transcription Service ....World Broadcasting System
Representative:
Homer Griffith Co. (West Coast)

Personnel

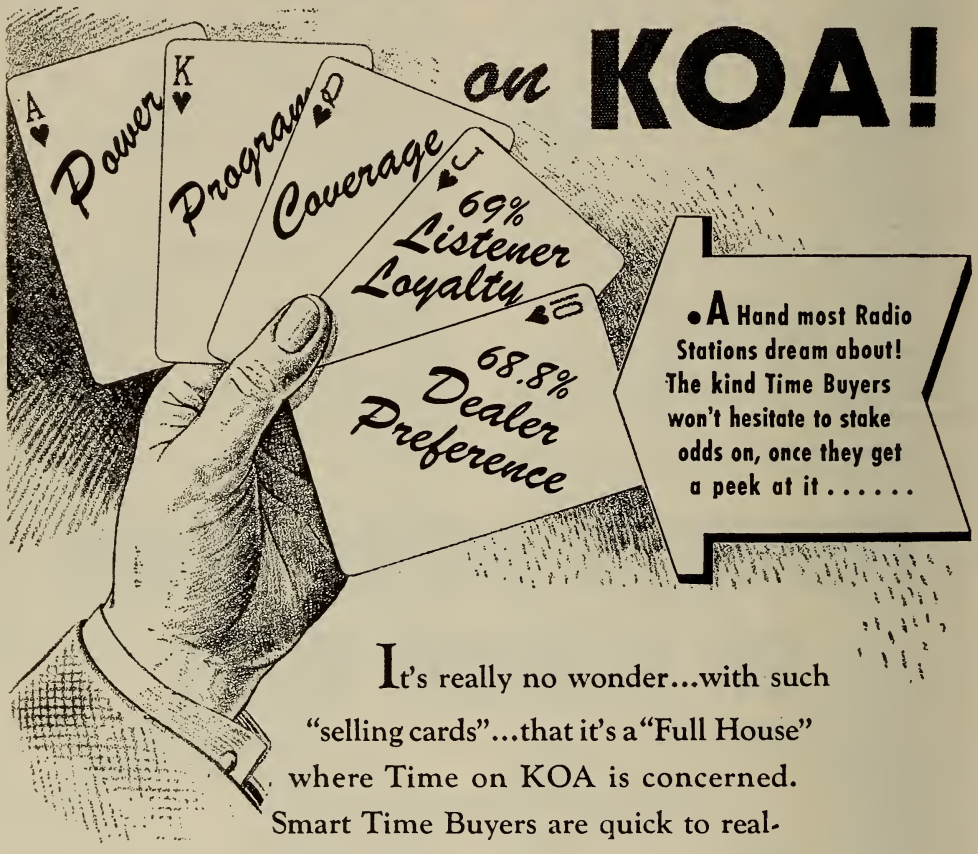
President.....Luther E. Gibson
Station Manager.....Roger R. Hunt
Commercial Manager.....Faye Silver
Sales Promotion Manager.....Don DeWald
Program Director.....Rex Bowen
Chief Announcer.....Charles Shortridge
Chief Engineer.....A. J. Cronin

PROGRAM DEPARTMENT ON A NEWS WIRE

With the manpower shortage

PA *TELESCRIPTS are proving to be almost the equivalent of a programming department. Cued for music or sound effects, they are transmitted over the special AP radio wire ready for immediate airing.*

It's a "ROYAL FLUSH"... on KOA!



It's really no wonder...with such "selling cards"...that it's a "Full House" where Time on KOA is concerned. Smart Time Buyers are quick to realize that there is no gamble involved.

Better get your share of the "Pot" now, before some other lucky Advertiser beats you to the draw....Join that group of long-time KOA advertisers who have been betting on this station for years....and have never lost out!

Few Stations In the Nation Can Equal KOA's Dominance



50,000 WATTS · 850 KC.
KOA
First in Denver

REPRESENTED NATIONALLY BY NBC SPOT SALES OFFICES

COLORADO

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

K G I W

ALAMOSA—EST. 1929

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By..... E. L. Allen
Address ..... Alamosa
Phone Number 26
Transmitter Location .....East Alamosa
Time on the Air.....Shares time

Personnel

Owner .....E. L. Allen

K V O R

COLORADO SPRINGS—EST. 1922

CBS

Frequency: 1300 Kc.....Power: 1000 Watts
Owned-Operated By.....Out West Broadcasting Company
Address .....Antlers Hotel
Phone Number..... Main 278
Transmitter Location.....Platte Avenue (east of city limits)
Time on the Air: 6:30 a.m. to 11:30 p.m.; Saturdays, 6:30 a.m. to 12 midnight
News Service .....AP
Transcription Service.....NBC Thesaurus
Representative .....The Katz Agency

Personnel

President .....E. K. Gaylord
Station and Commercial Manager .....Everett Shupe
Program Director..... Zelda Zinn
Chief Engineer.....H. C. Strang

K F E L

DENVER—EST. 1922

MUTUAL

COLORADO RADIO NETWORK

Frequency: 950 Kc.....Power: 5000 Watts
Owned-Operated By .....Eugene P. O'Fallon, Inc.
Address ..... Albany Hotel
Phone Number .....KEystone 0178
Transmitter Location ...5350 West 20th Ave.
Time on the Ai.....6 a.m. to 12 midnight
News Service.....AP; Chicago Daily News Foreign Service; Transradio
Transcription Service.....Standard Radio; Lang-Worth
Representative.....John Blair & Co.



950 KC. Managed by GENE O'FALLON

Represented Nationally by JOHN BLAIR & CO.

Personnel

President-Manager.....Gene O'Fallon
Director .....Frank Bishop
Commercial Manager.....Mark Crandall
Promotion Manager.....Marjorie Bishop
Program Director-Production Manager.....Cecil Seavey
Chief Announcer.....Bob Cornwell
Publicity Director.....Thor Krogh
Chief Engineer.....Howard Johnson

KLZ

DENVER—EST. 1920

COLUMBIA BROADCASTING SYSTEM

Frequency: 560 Kc.....Power: 5000 Watts
Owned-Operated By.....KLZ Broadcasting Company, Inc.
Address .....Shirley Savoy Hotel
Phone Number .....Main 4271
Transmitter Location.....South Franklin at Hampden, Englewood, Colo.
Time on the Air: 6:00 a.m. to 12 midnight; Sundays, 7:00 a.m. to 12 midnight
News Service .....INS
Transcription Service.....Associated Music Publishers, C. P. MacGregor
Representative .....The Katz Agency

Personnel

President .....E. K. Gaylord
Station Manager .....Hugh B. Terry
Commercial Manager.....Fred C. Mueller
Promotion-Publicity Manager.Roger Rambeaux
Traffic Manager.....Donald B. McCraig
Program Director.....Peter D. Smythe
Musical Director.....Les Weelens
Chief Announcer.....Wesley W. Battersea
Chief Engineer.....Harvey Wehrman

KMYR

DENVER—EST. 1941

Frequency: 1340 Kc. .....Power: 250 Watts
Owned By.....KMYR Broadcasting Co.
Operated By.....F. W. Meyer
Address.....1626 Stout Street
Phone Number..... Main 4161
Transmitter Location.....1626 Stout Street
Time on the Air.....18 hours per day
News Service.....UP and AP
Transcription Service.....World Broadcasting
Representative.....William G. Rambeau Co.

Personnel

Owner .....F. W. Meyer
Station and Sales Promotion Manager .....A. G. Meyer
Sales and Publicity Manager..Mark Schreiber
Program Director.....Dolores Plested
Production Manager.....Jim Hawthorne
Chief Announcer.....Vernon Hiner
News Editor.....Ben Bezoff
Musical Director.....Vickie Rusletvedt
Chief Engineer.....Glen James

KOA

DENVER—EST. 1924

NATIONAL BROADCASTING CO.

Frequency: 850 Kc. .....Power: 50,000 Watts
Owned-Operated By...National Broadcasting Company
Address .....1625 California Street
Phone Number.....Main 6211
Transmitter Location.....Aurora, Colorado
Time on the Air: 5:30 a.m. to 12 midnight; Sundays 7 a.m. to 12 midnight
News Service .....AP; INS; UP
Transcription Service.....NBC Thesaurus
Representative ..National Broadcasting Co.

Personnel

President, National Broadcasting Co. Niles Trammell
Station and Sales Manager .....James R. MacPherson
Assistant Sales Manager.....Duncan McColl
Program Director.....Clarence C. Moore
Sales Promotion Manager.....Charles Phillips
Production Manager.....T. Ellsworth Stepp
Publicity Director.....Allan J. Hughes
Chief Announcer.....Gilbert Verba
Musical Director.....Milton Shrednik
Chief Engineer.....Robert H. Owen

(See Page 376)

KPOF

DENVER—EST. 1928

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Operated By..... Pillar of Fire
Address .....1845 Champa Street
Phone Number..... Tabor 3733
Transmitter Location..Belleview Junior College, Westminster, Colo.
Time on the Air: 7:15 to 9 a.m.; 2:30 to 4:30 p.m. and 6:30 to 8:30 p.m., Tuesdays, Thursdays and Saturdays; 7:15 to 9 a.m., 2:30 to 4:30 p.m. and 7 to 8:30 p.m., Mondays, Wednesdays and Fridays; Sundays, 7:30 to 9 a.m., 11 a.m. to 12:30 p.m., 3 to 4 p.m. and 6 to 8:45 p.m.

Personnel

President .....Bishop Alma White
Station Managers.....Dr. A. K. White and Dr. Ray B. White
Program Director.....Kathleen M. White
Musical Director.....Ruth Staats
Chief Engineer.....Paul H. Schissler
(Non-Commercial Station)

KVOD

DENVER—EST. 1925

BLUE NETWORK

Frequency: 630 Kc.....Power: 5000 Watts
Owned-Operated By: Colorado Radio Corp.

Address.....Midland Savings Bldg.
Phone Number.....TAbor 2291
Transmitter Location .....North of Denver
Time on the Air.....Unlimited license
News Service .....UP
Transcription Service.....Associated Music Publishers; Lang-Worth; C. P. MacGregor
Representative.Joseph Hershey McGillvra, Inc.

Personnel

President and General Manager..W. D. Pyle
Station & Commercial Manager...T. C. Ekrem
Sales Promotion Manager.....Con Hecker
Program Director.....V. W. Corbett
Publicity Director.....B. H. Stanton
Chief Announcer.....Donald B. Vest
Auditor.....J. N. Hile
Assistant Program Director...Margaret Mellor
Secretary..... Eleanor Meadows
Chief Engineers...W. D. Pyle and T. C. Ekrem

K I U P

DURANGO—EST. 1935

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc. .....Power: 250 Watts
Owned-Operated By..San Juan Broadcasting Co.
Address .....2800 Main Ave.
Phone Number..... 117
Transmitter Location.....2800 Main Ave.
Time on the Air.....Unlimited License
News Service .....UP
Transcription Service..Keystone Broadcasting System

Personnel

Station Manager.....Raymond M. Beckner
Chief Engineer.....John L. Antic

K F X J

GRAND JUNCTION—EST. 1926

MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 920 Kc...Power: 1000 d.; 500 n.
Owned-Operated By ..Western Slope Broadcasting Co.
Address .....P. O. Box 30
Phone Number..Grand Junction 126 and 142
Transmitter Location.....Hillcrest Manor
Time on the Air: 6 a.m. to midnight; Sundays, 8:00 a.m. to 11:00 p.m.
News Service .....UP
Transcription Service....World Broadcasting System
Representative .....Walker Company

Personnel

President-Sales Promotion Manager.....Rex Howell
Production Manager.....Tom Page
Chief Announcer.....Jack Lund
Musical Director.....Toni Mueller
Chief Engineer.....Eph Towne

K F K A

GREELEY—EST. 1921

MUTUAL BROADCASTING SYSTEM

Frequency: 910 Kc.....Power: 1000 Watts
Owned.....Mid-Western Radio Corp
Address.....620 - 8th Ave.
Phone Number.....Greeley 450-451
Transmitter Location.....Hoover Park,
Time on Air.....90 hours weekly
News Service .....UP
Representative .....The Walker Company

Personnel

President-Station Manager.....Francis Price
Program Director.....Thelma Jordan
Chief Engineer.....Kenneth Cooper

K O K O

LA JUNTA—EST. 1937

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned.....The Southwest Broadcasting Co.
Business Address.....La Junta
Transmitter Location.... U. S. Highway No. 50
Time on the Air.....Unlimited license

Personnel

Station Manager.....Leonard E. Wilson

K G H F

PUEBLO—EST. 1928

THE BLUE NETWORK

Frequency: 1350 Kc.....Power: 500 Watts
Owned-Operated By.....Curtis P. Ritchie
Address.....Pueblo Savings & Trust Bldg.
Phone Number 3877
Transmitter Location: Lake and Maryland,
Time on the Air .....Unlimited license
News Service .....AP
Representative .....Howard H. Wilson Co.

Personnel

Owner .....Curtis P. Ritchie
Station Manager .....J. H. McGill
Commercial Manager .....Maxson I. Bevens
Chief Engineer.....Phil Gundy

K G E K

STERLING—EST. 1926

Frequency: 1230 Kc.....Power: 100 Watts
Owned-Operated By.....Elmer G. Beehler
Address .....Fleming Road
Phone Number 673
Transmitter Location ..... Sterling
Time on the Air.....Limited Time

Personnel

Owner .....Elmer G. Beehler



LUCKY GIRL! She Married in Hartford

Hartford wives have many more dollars to spend for the product you sell. The Hartford Trading Area is *second highest in the U. S. A.* in Effective Buying Income per family. That's a fact worth remembering when you select markets for your advertising.

Here's another valuable point of information:- The Hartford Trading Area comprises 26 towns, and has more than double the retail sales of the city of Hartford. By using radio on WDRC and covering the entire market, you realize your full sales potential here.

Write Wm. Malo, Commercial Manager, WDRC, for complete market study.



WDRC

CONNECTICUT'S PIONEER BROADCASTER

BASIC CBS
Hartford 4
Connecticut

NATIONAL REP.
Paul H. Raymer Co.

CONNECTICUT

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

WICC

BRIDGEPORT—EST. 1926

MUTUAL BROADCASTING SYSTEM
YANKEE NETWORK

Frequency: 600 Kc...Power: 1000 d.; 500 n.
Owned-Operated by ....The Yankee Network, Inc.
Address .....Hotel Stratfield
Phone Number..... 6-1121
Transmitter Location.....Pleasure Beach, Bridgeport
Time on the Air.....6 a.m. to 2 a.m.
News Service .....AP
Transcription Service....Associated; Standard Radio
Representative....Edward Petry & Co., Inc.

Personnel

Chairman of Board-General Manager.....John Shepard 3rd
Executive Vice-President.....Linus Travers
Station Manager.....Joseph Lopez
Assistant Manager.....Florence B. Robinson
Sales Manager.....Norman Whittaker
Sales Promotion and Publicity Manager.....James S. Powers
Merchandising Manager.....Arthur Lathrop
Program Director.....Florence Robinson
Musical Director.....Carl V. Larson
Chief Engineer.....George Keich

•

WNAB

BRIDGEPORT—EST. 1941

BLUE NETWORK
CONNECTICUT STATE NETWORK

Frequency: 1450 Kc..... Power: 250 Watts
Owned By.....Harold Thomas
Operated By.....Levon Thomas
Address.....991 Broad Street
Phone Number 3-3112
Transmitter Location ....Locomobile Point—(Inner Harbor)
Time on the Air: 7:45 a.m. to midnight; Sundays, 9 a.m. to midnight
News Service .....AP
Transcription Service .....Langworth
Representative.....William G. Rambeau Co.

Personnel

Owner ..... Harold Thomas
Station Manager .....Levon Thomas
Commercial-Sales Promotion Manager .....Terry McGough
Program Director.....Jean O'Shea
Publicity Director and Chief Announcer.....Al Davis
Chief Engineer.....Vinnie De Laurentis

WDRC

HARTFORD—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1360 Kc.....Power: 5000 Watts
Owned-Operated By.....WDRC, Inc.
Address .....750 Main St.
Phone Number..... 7-1188-9
Transmitter Location.....Blue Hills Ave., Bloomfield, Conn.
Time on the Air....7 a.m. (unlimited license)
News Service .....UP
Transcription Service: Associated and NBC Thesaurus
Representative.....Paul H. Raymer Co., R. C. Foster & Company

Personnel

President and Station Manager.....Franklin M. Doolittle
Commercial and Sales Promotion Manager .....Wm. F. Malo
Program Director.....Walter B. Haase
Publicity Director.....Jack Zalman
Chief Announcer.....Harvey Olson
Musical-Educational Director, Sterling V. Couch
Public Service Counselor Rev. Charles Graves
Chief Engineer .....Italo Martino

•

WNBC

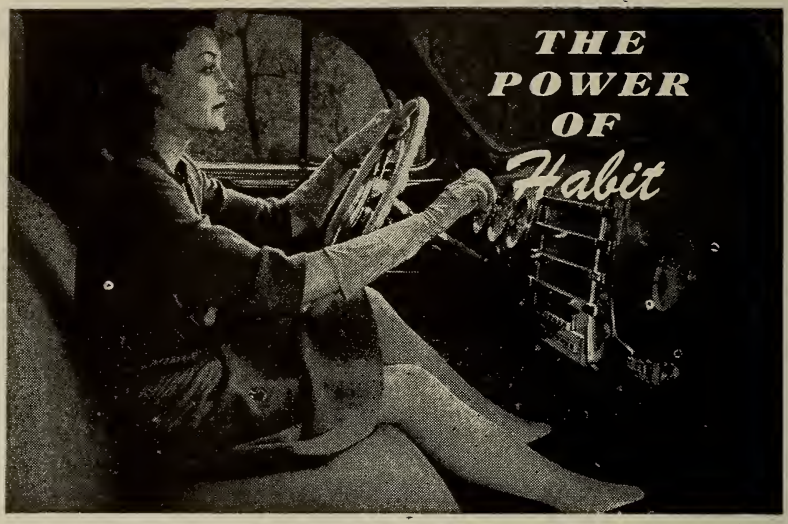
HARTFORD—EST. 1935

BLUE NETWORK

Frequency: 1410 Kc.....Power: 5000 Watts
Owned-Operated By.....State Broadcasting Corporation
Address.....54 Pratt St. (Hartford)
Phone Number .....Hartford 7-9131
Transmitter Location.....Newington, Conn.
Time on the Air: 6:45 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
News Service .....UP
Transcription Service.....Standard Radio
Representative .....Headley-Reed Company

Personnel

President .....Patrick J. Goode
Vice-President.....Harold A. Lafound
General Manager .....Richard W. Davis
Sales Promotion, Production and Program Director.....Ralph Kanna
Commercial Manager..Laurence C. Edwardson
Publicity Director.....Milt Berkowitz
Musical Director.....Maurice Sechtman
Chief Announcer.....Dick Bronson
Chief Engineer.....Rogers B. Holt



Practically every action involved in driving your car is a habit. You don't really think about it. You do it automatically.

The people of Southern New England have developed a habit, too. It's the habit of listening regularly to WTIC, the station that has always satisfied their desire for the best in radio fare. The wise national advertiser can immediately recognize the importance of this habit. It means that his sales message over WTIC will reach a constant and attentive audience . . . an audience possessing a buying income that is 50% greater than the average for the entire United States.

Get into the habit of using WTIC. It's a sure way to create a swift and healthy sales response to your advertising message in the wealthy Southern New England market.

IN SOUTHERN NEW ENGLAND
PEOPLE ARE IN THE Habit OF LISTENING TO WTIC

WTIC 50,000 WATTS

DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

The Travelers Broadcasting Service Corporation

Member of NBC and New England Regional Network

Represented by WEED & COMPANY, New York, Boston, Chicago, Detroit, San Francisco and Hollywood

WTHT

HARTFORD—EST. 1936

MUTUAL BROADCASTING SYSTEM

YANKEE NETWORK

Frequency: 1230 Kc. .....Power: 250 Watts
Owned-Operated By....Hartford Times, Inc.
Address .....983 Main St.
Phone Number 2-0237
Transmitter Location.....983 Main St.
Time on the Air: 6:45 a.m. to 12:05 a.m.; Sundays, 8 a.m. to 12 midnight
Newspaper Affiliation.....Hartford Times
News Service..... AP
Transcription Service.....Lang-Worth and Standard
Representative.....J. P. McKinney & Son

Personnel

President .....Francis S. Murphy
Station Manager.....C. Grover DeLaney
Sales Manager.....F. E. Beiber
Program Director.....Robert Gillespie
Musical Director.....Charlotte Anderson
Publicity Director.....Sereno B. Gammell
Chief Announcer.....Joseph Girand
Chief Engineer.....Charles S. Masini
Director of War Programs.....Una King

•

WTIC

HARTFORD—EST. 1925

NBC—NEW ENGLAND REGIONAL NETWORK

Frequency: 1080 Kc.....Power: 50,000 Watts
Owned-Operated By....The Travelers Broadcasting Service Corporation
Address.....26 Grove Street
Phone Number.....2-3181
Transmitter Location.....Avon, Connecticut
Time on the Air:6 a.m. to 1 a.m.; Sundays, 8 a.m. to 1 a.m.
News Service .....AP; INS; Transradio
Transcription Service ....World Broadcasting System; Lang-Worth Feature Programs; BMI Bonus Transcriptions
Representative ..... Weed & Company

Personnel

Station Manager.....P. W. Morency
Sales Manager .....Walter Johnson
Sales Promotion Manager.....J. F. Clancy
Production Manager.....Paul Lucas
Chief Announcer.....Bernard Mullins
News Editor.....Tom Eaton
Transcription Librarian.....Larry Kenfield
Music Librarian.....Margaret Grady
Musical Director.....Moshe Paranov
Plant Manager.....H. D. Taylor

WELI

NEW HAVEN—EST. 1935

BLUE NETWORK—CONNECTICUT STATE NETWORK

Frequency: 960 Kc...Power: 1,000 d.; 500 n.
Owned-Operated By.....City Broadcasting Corporation
Address .....221 Orange Street
Phone Number.....8-1133
Transmitter Location.....Hamden, Conn.
Time on the Air: 6 a.m. to 1 a.m.
News Service..... UP
Transcription Service.....World Broadcasting System Library

Personnel

President .....Patrick J. Goode
Manager.....Dewey H. Long
Assistant Manager.....Clair H. Shadwell
Program Director.....Marion J. Reynolds
Commercial and Sales Promotion Manager.....Ed. J. Harvey
Chief Engineer.....Fred T. King
Production Manager and Chief Announcer.....Clair H. Shadwell

•

WNLC

NEW LONDON—EST. 1936

MUTUAL BROADCASTING SYSTEM—YANKEE NETWORK

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Thames Broadcasting Corporation
Address.....Mohican Hotel, 281 State Street
Phone Number .....New London 4900
Transmitter Location.....Winthrop Point
Time on the Air: 7:30 a.m. to 12 midnight; Sundays, 8:30 a.m. to 12:15 a.m.
Representative.....Headley-Reed Company

Personnel

President .....R. L. Morey
Station Manager and Program Director.....G. J. Morey
Commercial and Advertising Manager.....Ivon B. Newman
Publicity Director.....I. B. Newman
Chief Engineer.....G. J. Morey

OVER

250,000

SOUTHWESTERN
CONNECTICUT
NEIGHBORS
LISTEN TO
AND RELY ON

"Their Neighborhood Station"

WSRR

1400 KC • BLUE NET • 250 WATTS

STAMFORD, CONNECTICUT

Represented Nationally by
HELEN WOOD, 551 Fifth Avenue, New York City
In Boston by BERTHA BANNAN

WSRR

STAMFORD—EST. 1941

BLUE NETWORK—CONNECTICUT STATE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Stephen R. Rintoul
Address .....270 Atlantic St.
Phone Number 4-7575
Transmitter Location ....Lindstrom Rd., Shippan Point, Conn.
Time on the Air.....7 a.m. to 11 p.m.
News Service ..... UP
Transcription Service .....World Broadcasting System
Representatives..Bertha Bannan, Helen Wood

Personnel

Owner.....Stephen R. Rintoul
Station Manager.....Harold H. Meyer
Sales Manager.....Julian Schwartz
Sales Promotion Manager.....K. MacEwen
Program Director.....John Newhouse
Production Manager and Chief Announcer.....Lee Smith
Publicity Director.....D. Hay
Chief Engineer.....Edward Markman
Artists Bureau and Musical Director .....Warren Saunders

•

WATR

WATERBURY—EST. 1934

MUTUAL—CONNECTICUT STATE NETWORK YANKEE

Frequency: 1320 Kc. .....Power: 1000 Watts
Owned-Operated By.....Harold Thomas
Address.....71 Grand St.
Phone Number..... 3-5161
Transmitter Location.....Baldwin Avenue
Time on the Air.....7:30 a.m. to 12 midnight
News Service .....Transradio
Representative.....Wm. G. Rambeau Co.

Personnel

President-Station Manager....Harold Thomas
Commercial & Advertising.....Sam Elman
Program Director.....James Parker
Chief Announcer.....John Lotas
Publicity Director.....Herb Tilley
Musical Director.....Edith Sacco
Chief Engineer.....Harold Thomas

WBRY

WATERBURY—EST. 1934

CBS

Frequency: 1590 Kc.....Power: 1000 Watts;
Owned-Operated By.....American Republican, Inc.
Address.....136 Grand St.
Phone Number.....3-1125
Transmitter Location.....Boyden Street
Time on the Air.....8 a.m. to 12 midnight
Newspaper Affiliation.....Waterbury American; Waterbury Republican
News Service ..... AP
Transcription Service ..... NBC Thesaurus
Representative ...Joseph Hershey McGillvra

Personnel

President.....W. J. Pape
Station and Commercial Manager....E. J. Frey
Program Director.....Walter Howard
Publicity Director.....E. Christy Erk
Musical Director.....Waldo S. Newberry
Chief Engineer.....Frank Hales

AP NEWS FOR RADIO

is available exclusively through

PRESS ASSOCIATION, INC.

50 ROCKEFELLER PLAZA

NEW YORK, N. Y.

DELAWARE

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

WDEL

WILMINGTON—EST. 1922
NBC
MASON-DIXON GROUP

Frequency: 1150 Kc. .....Power: 5000 Watts
Owned-Operated By.....WDEL, Inc.
Address.....10th & King Sts.
Phone Number..... 7268
Transmitter Location....Governor Printz Blvd.
Time on the Air.....6 a.m. to 1 a.m.
News Service .....UP
Transcription Service.....NBC Thesaurus
Representative .....Paul H. Raymer Co.

Personnel

Station Executive.....Clair R. McCollough
Station Manager and
Commercial Manager.....J. Gorman Walsh
National Sales Manager.....J. Robert Gulick
Program Manager.....Harvey Smith
Technical Director.....J. E. Mathiot

WILM

WILMINGTON—EST. 1922
MUTUAL BROADCASTING SYSTEM
MASON-DIXON GROUP

Frequency: 1450 Kc. .....Power: 250 Watts
Owned-Operated By Delaware Broadcasting Co.
Address .....920 King St.
Phone Number 7268
Transmitter Location..35th St. & Bellevue Ave.
Time on the Air.....7 a.m. to 1 a.m.
News Service..... UP
Transcription Service.... NBC Thesaurus
Representative .....Paul H. Raymer Co.

Personnel

Station Executive..... Clair R. McCollough
Station and Commercial
Manager.....J. Gorman Walsh
National Sales Manager.....J. Robert Gulick
Program Director .....William Drury
Chief Engineer.....J. E. Mathiot



DISTRICT OF COLUMBIA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

WINX

WASHINGTON, D. C.—EST. 1940

Frequency: 1340 Kc. .....Power: 250 Watts
Owned and Operated By..Lawrence J. Heller
Address ..... 8th & Eye Sts., N.W.
Phone Number.....Republic 8000
Time on the Air: 6:00 a.m. to 1:00 a.m.; 7:00 a.m. to 1:00 a.m. Sun.
News Service .....INS, AP
Transcription Service.....Standard Radio, Langworth and Associated

Personnel

President.....Lawrence J. Heller
Station Manager.....Robert L. Kaufman
Commercial Manager.....Norman Weill
Program Director.....Richard Barr
Sales Promotion Director.....Paul L. Heller
Chief Announcer .....Larry Carl
Musical Director.....Tommy Johnson
Chief Engineer.....Ralph E. Cannon, Jr.

WMAL

WASHINGTON, D. C.—EST. 1926

BLUE NETWORK

Frequency: 630 Kc.....Power: 5000 Watts
Owned & Operated By.....The Evening Star Broadcasting Co.
Address .....724-14th St., N.W.
Phone Number.....National 5400
Transmitter Location.... Cedar Lane, Bethesda, Md.
Time on the Air: 6 a.m. to 1 a.m.; Sundays, 8 a.m. to midnight
Newspaper Affiliation..Washington Evening Star
News Service.....AP; UP
Transcription Service.....NBC Thesaurus; Standard Radio
Representative.....Blue Network Spot Sales

Personnel

General Manager.....K. H. Berkeley
Assistant General Manager and Commercial Manager.....Ben B. Baylor, Jr.
Sales Promotion Manager.....Sam Digges
Publicity Director.....Byron Rash
Program Director.....John R. Edmunds
Musical Director .....Sidney
Production Manager.....Gordon Hubbel
Chief Engineer .....Dan Hunter

WOL

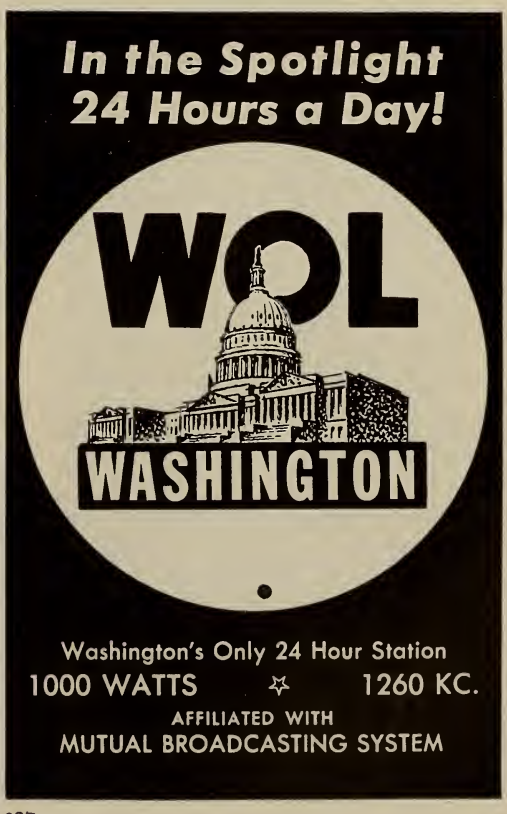
WASHINGTON, D. C.—EST. 1928

MUTUAL BROADCASTING SYSTEM

Frequency: 1260 Kc. .....Power: 1000 Watts
Owned-Operated By..American Broadcasting Company
Address .....1627 K Street, N.W.
Phone Number .....Metropolitan 0010
Transmitter Location .....Chillum, Maryland
Time on the Air.....24 hours daily
News Service.....Transradio; UP
Transcription Service..Lang-Worth; Standard Radio; Associated Transcription Service; MacGregor
Representative.....Spot Sales, Inc.

Personnel

President.....Helen S. Mark
General Manager.....W. B. Dolph
Sales Manager.....Henry V. Seay
Publicity-Sales Promotion Manager.....Charles Zurhorst



Program Director.....Madeline Ensign
Production Manager.....Jay Caldwell
Traffic Manager .....Lillian Ruppert
Continuity Director.....Martha Cram
Musical Director .....Helen Yort
Chief Engineer.....H. H. Lyon

•

WRC

WASHINGTON, D. C.—EST. 1923

NATIONAL BROADCASTING CO.

Frequency: 980 Kc.....Power: 5000 Watts
Owned-Operated By ..National Broadcasting Company
Address .....724 - 14th St., N. W.
Phone Number.....Republic 4000
Transmitter Location..RFD No. 1, Hyattsville, Maryland
Time on the Air: 6 a.m. to 1 a.m.; Sundays, 8 a.m. to 1 a.m.
News Service .....AP; INS; UP and Washington City News Service
Transcription Service.....NBC Thesaurus, Associated, Standard
Representative ....National Broadcasting Co.

Personnel

President.....Niles Trammell
Vice-President .....Frank M. Russell
Station Manager.....Carleton D. Smith
Commercial Manager.....Mahlon A. Glascock
Sales Promotion Manager.....Neal Hathaway
Publicity Director.....Thomas E. Knode
Chief Announcer.....Donald Fischer
Production-Program Director .....Fred Shawn
Musical Director.....Fritz Balzer
Chief Engineer.....Donald Cooper

•

WTOP

WASHINGTON—EST. 1928

COLUMBIA BROADCASTING SYSTEM

Frequency; 1500 Kc. ....Power: 50,000 Watts
Owned-Operated By..Columbia Broadcasting System
Address .....817 Earle Bldg.
Phone Number.....Metropolitan 3200
Transmitter Location.....Wheaton, Md.
Time on the Air: 5:45 a.m. to 1:05 a.m.; Sundays, 7:30 a.m. to 1:15 a.m.
News Service..... AP; UP and Washington City News Service
Transcription Service.....World Broadcasting System; Langworth
Representative .....Radio Sales

Personnel

Director.....E. H. Gammons
Commercial Manager....William D. Murdock
General Manager.....Carl Burkland
Sales Promotion Director.....Howard Stanley
Program Director.....Martin D. Wickett
War Program Director.....Elinor Lee
Chief Announcer.....Gunnar Back
Director of Press Information..Howard Stanley
Musical Director .....Paul Kain
Production Manager.....Bailey Axton
Chief Engineer.....Clyde Hunt

•

WWDC

WASHINGTON, D. C.—EST. 1941

ATLANTIC COAST NETWORK

Frequency: 1450 Kc..Power: 250 (100 w. booster)
Owned-Operated By Capitol Broadcasting Co.
Address .....1000 Connecticut Ave.
Phone Number .....National 7203
Transmitter Location.....61 Pierce St., N.E.
Time on the Air...6:00 a.m. to 12:00 midnight; Sundays, 8:00 a.m. to 12:00 midnight
News Service .....AP
Transcription Service .....NBC Thesaurus
Representative.....Weed & Co.

Personnel

President.....Joseph Katz
Station Manager.....G. Bennett Larson
Commercial Manager.....Ben Strouse
Sales Promotion.....Belmont M. VerStandig
Program Director.....Norman Reed
Publicity Director.....Dave Herman
Chief Announcer.....Norman Reed
Musical Director.....Leonard Friendly
Chief Engineer.....Ross H. Belville



FLORIDA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

WMFJ

DAYTONA BEACH—EST. 1935

BLUE NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By:
Lt. Comm. W. Wright Esch, USNR
Address .....126½ Magnolia Ave.
Phone Number 81
Transmitter Location ....126½ Magnolia Ave.
Time on the Air.....Unlimited license
News Service .....AP
Transcription Service.....NBC Thesaurus

Personnel

Owner.....Lt. Comm W. Wright Esch, USNR
General Manager.....Billee B. Esch
Station Manager.....Ray Clancy

•

WAAC

FORT MYERS—EST. 1940

COLUMBIA BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Fort Myers Broadcasting Co.
Address .....51 East First St.
Phone Number 818
Transmitter Location .....51 East First St.
Time on the Air.....7 a.m. to 12:00 midnight
Transcription Service .....Associated Music Publishers

Personnel

President.....Ronald B. Woodyard
Vice-President.....R. B. Martinn
General Manager.....J. P. Turner

•

WFTL

FORT LAUDERDALE—EST. 1939

MUTUAL BROADCASTING SYSTEM

Frequency: 710 Kc.....Power: 10,000 Watts
Owned by.....Ralph A. Horton
Operated by.....Radio Station WFTL
Address.....1605 Biscayne Blvd., Miami
Studio Address.....2700 S. Andrews Ave.
Phone Number:
1-300 Ft. Lauderdale, 9-2401 Miami
Transmitter Location: 9 miles west of Ft Lauderdale
Time on the Air.....Unlimited license
News Service .....AP
Transcription Service.....NBC Thesaurus

Personnel

Owner .....Ralph A. Horton
General Manager.....S. A. Vetter

WJAX

JACKSONVILLE—EST. 1925

NATIONAL BROADCASTING CO.

Frequency: 930 Kc.....Power: 5000 d.; 1000 n.
Owned, Operated By..City of Jacksonville, Fla.
Address....City Hall, Forsyth and Ocean Sts.
Phone Number.....5-5821
Transmitter Location..Hyde Park Country Club
Time on the Air.....6 a.m. to 1 a.m.
News Service.....AP
Transcription Service.....NBC Thesaurus and Associated
Representative.....John Blair & Co., Harry Cummings

Personnel

Commissioner in Charge.....Thos. C. Imeson
Station Manager and Chief Engineer.....John T. Hopkins, III
Program Director.....Evelyn Boote
Production Manager.....Harry A. Cole

WJAX

JACKSONVILLE, FLORIDA

•

THE MUNICIPAL BROADCASTING STATION

NBC RED NETWORK

•

930 Kc.—Maximum Power 5000 Watts
Phone Jacksonville 5-5821
Representatives
John Blair & Co., New York, Chicago
Detroit and West Coast
H. E. Cummings, Southeast
Barnett Bank Bldg.
Jacksonville, Fla.
Phone 30381

★ WKAT ★

MIAMI BEACH

FLORIDA

The Station With TWO *Markets!*

1. HOME FRONT CIVILIANS TAKING TIME OUT FROM THEIR WAR ACTIVITY — WITH MONEY TO SPEND.

2. ONE OF THE COUNTRY'S LARGEST ARMY AIR CORPS UNITS REPRESENTING EVERY STATE . . . POTENTIAL BUYERS NOW AND AFTER VICTORY.

1360 Kc. **WKAT** 1000 W.

BLUE NETWORK

"The Nation's Playground Is Now the Nation's Warground"

WRUF

GAINESVILLE—EST. 1928

MUTUAL BROADCASTING SYSTEM
FLORIDA MUTUAL NETWORK

Frequency: 850 Kc.....Power: 5,000 Watts
Owned by.....State of Florida
Operated by.....University of Florida
Address .....University of Florida
Phone Number .....1000, Branch 55
Transmitter Location....Campus, University of Florida
Time on the Air..Limited to Sunset in Denver, Colo.
News Service.....UP
Transcription Service.....World Broadcasting System, Langworth
Representative.....Burn-Smith Co., Inc.

Personnel

Director.....Garland Powell
Commercial Manager.....S. L. Miller
Sales Promotion Manager.....Rem James
Program Director.....Marion Morris
Chief Announcer .....Guy Hamilton
Musical Director.....Helen Edwards
Chief Engineer.....Dr. Palmer Craig
Director of War Programs.....Dave Martin

•

WJHP

JACKSONVILLE—EST. 1940

BLUE NETWORK

Frequency: 1320 Kc.....Power: 250 Watts
Owned-Operated By.....The Metropolis Co.
Address .....500 Laura St.
Phone Number.....5-7610
Transmitter Location.....Reed and Alamo Sts.
Time on the Air.....6 a.m. to 12 Midnight
Newspaper Affiliation....Jacksonville Journal
News Service.....UP
Transcription Service.....Lang-Worth
Representative .....John H. Perry Associates

Personnel

Owner .....John H. Perry
Station Manager.....Wallace A. Walker
Sales Manager.....I. M. Koger
Program Director.....Harry Moreland
Chief Engineer.....B. Hayford

•

WMBR

JACKSONVILLE—EST. 1934

COLUMBIA BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned, Operated By....Florida Broadcasting Company
Address .....118 West Adams St.
Phone Number 5-4387
Transmitter Location.....Vines and Mass. Ave.
Time on the Air....6:00 a.m. to 12:00 midnight
News Service.....UP
Transcription Service...World and Lang-Worth
Representative .....Weed & Co.

Personnel

President-Station Manager .....Frank King
Commercial-Sales Promotion Manager
Glenn Marshall, Jr.
Program Director.....D. S. Mathis
Chief Announcer.....Gene Hill
Chief Engineer.....E. B. Vordermark

•

WPDQ

JACKSONVILLE—EST. 1942

MUTUAL BROADCASTING SYSTEM
FLORIDA MUTUAL GROUP

Frequency: 1270 Kc.....Power: 5000 Watts
Owned-Operated By:
Jacksonville Broadcasting Corp.
Address.....Gulf Life Bldg.
Phone Number 5-6781
Transmitter Location....Seven miles west of Jacksonville on Lenox Ave.
Time on the Air.....6:29 a.m. to 12:05 a.m.
News Service.....AP
Transcription Service.....Standard
Representative.....George P. Hollingbery Co.

Personnel

President.....James R. Stockton
Station Manager.....Robert R. Feagin
Commercial and Sales Promotion Manager.....Frank Taylor, Jr.
Program Director.....Bernie Adams
Production Manager and Chief Announcer.....Bob Truere
Publicity Director.....Virginia Mann
Chief Engineer.....James R. Donovan

•

WLAK

LAKELAND—EST. 1936

NATIONAL BROADCASTING CO.
ORANGE NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
Owned, Operated By....Lake Region Broadcasting Co.
Address .....1412 East Lime St.
Phone Number.....2127
Transmitter Location.....1412 East Lime St.
Time on the Air.....6:45 a.m. to midnight
News Service .....UP
Representative.....John E. Pearson Co.

Personnel

President and Station Manager....S. O. Ward
Commercial Manager.....Powell Adams
Program Director.....Nancy Hill
Chief Announcer-Musical Director, Engineer .....Wm. P. Lee

WIOD

MIAMI—EST. 1926

NATIONAL BROADCASTING CO.

Frequency: 610 Kc.....Power: 5000 Watts
Owned-Operated By....Isle of Dreams Broadcasting Corporation
Business Address.....600 Biscayne Blvd.
Phone Number 3-6444
Studio Address.....600 Biscayne Blvd
Transmitter Location.....Cameo Island
Time on the Air.....Unlimited License
Newspaper Affiliation.....Miami Daily News
News Service.....AP, INS, UP
Transcription Service.....Standard Radio; Associated Music Publishers
Representative....George P. Hollingbery Co.; Harry S. Cummings

Personnel

President.....D. J. Mahoney
General Manager.....James M. Legate
Commercial Manager.....T. O. McCullough
Promotion Manager.....Frank Mallants
Production Manager.....Roy Verret
Program Director.....Robert Fidlar
Musical Director.....Earle Barr Hanson
Chief Studio Engineer.....Wilton R. Chiles

WQAM

MIAMI—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 560 Kc.....Power: 5000 Watts d., 1000 Watts, n
Owned-Operated.....Miami Broadcasting Co.
Address.....327-329 NE First Ave.
Phone Number.....26121
Transmitter Location....1425 NE Bayshore Pl.
Time on the Air.....6:30 a.m. to 1:05 a.m.
News Service.....UP
Transcription Service.....World Broadcasting System
Representative .....John Blair & Co.

Personnel

President and Commercial Manager
Fred W. Borton
Station Manager.....F. W. Mizer
Promotion and Publicity Manager .....Norman MacKay
Program Manager.....Hazel McGuire
Chief Engineer. James Burke, Jr.



WKAT

MIAMI BEACH—EST. 1937

BLUE NETWORK

Frequency: 1360 Kc.....Power: 1000 Watts
Owned-Operated By.....A. Frank Katzentine
Address.....1759 N. Bay Rd.
Phone Number 5-7471
Transmitter Location.....1759 N. Bay Rd.
Time on the Air.....6:30 a.m. to 12 midnight
News Service.....Reuters; UP
Transcription Service .....AMP
Representative.....Spot Sales, Inc.

Personnel

Owner.....A. Frank Katzentine
General Manager and Program Director.....John C. McCloy
Commercial and Sales Promotion Manager.....Alex Campbell, Jr.
Business Manager.....C. A. Wampler
War Program Director and Production Manager.....Sam Parker
Publicity Director.....Madelaine Fullman
Musical Director.....Betty Lee Taylor
Engineers.....Tom Magee, Arthur Smith

(See Page 390)

WTMC

OCALA—EST. 1939

BLUE NETWORK
KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power 250 Watts
Owned-Operated By..Ocala Broadcasting Co.
Address .....P.O. Box 831
Phone Number.....128; 129
Studio Address.....1 Broadcast Place
Transmitter Location.....1 Broadcast Place
Time on the Air.....7:00 a.m. to 11:00 p.m.
Newspaper Affiliation.....John H. Perry Newspapers
News Service.....UP
Transcription Service.....Keystone, Standard
Representative.....John H. Perry Associates

Personnel

President.....John H. Perry
Station and Commercial Manager.....T. S. Gilchrist, Jr.
Program Director.....Wilma Drum
Chief Engineers.....Beecher Hayford, Joyce Dice

WDBO

ORLANDO—EST. 1924

COLUMBIA BROADCASTING SYSTEM
FLORIDA NETWORK

Frequency: 580 Kc.....Power: 5000 Watts
Owned-Operated By....Orlando Broadcasting Co., Inc.
Business Address.....563 N. Orange Ave.
Phone Number 6181
Transmitter Location..Dubsdread Country Club
Time on the Air.....24 hours daily
News Service .....UP
Transcription Service.....World Broadcasting System
Representatives.....John Blair & Co. and Harry E. Cummings

Personnel

President-Station Manager
Col. George C. Johnston
National Sales-Sales Promotion Manager
W. G. McBride
Program Director.....Violet D. Osborne
Publicity Director.....Rosalind Boggs
Local Advertising Manager.....J. M. Pedrick
Musical Director.....Dorothy Morton Parks
Chief Engineer.....J. E. Yarbrough

WLOF

ORLANDO—EST. 1940

BLUE NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Hazlewood, Inc.
Business Address.....P. O. Box 1991
Phone Number 8163-8164
Studio Address.....Angebilt Hotel
Transmitter Location.....Near Orlando
Time on the Air....7:00 a.m. to 12:00 midnight
News Service ..... INS
Transcription Service.....NBC Thesaurus
Representative.....Burn-Smith Co., Inc.; Frank Cook

Personnel

General Manager.....Victor Buisset

WWPG

PALM BEACH—EST. 1941

BLUE NETWORK—MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Palm Beach Broadcasting Corp.
Business Address.....South Ocean Blvd.
Phone Number.....West Palm Beach 21515, Lake Worth 500
Transmitter Location.....South Ocean Blvd.
Time on the Air.....7:00 a.m. to Midnight
News Service .....AP
Transcription Service .....Lang-Worth

Personnel

President.....Charles E. Davis
Station Manager.....M. J. McDaniel
Chief Engineer .....Paul McGinty

WDLP

PANAMA CITY—EST. 1940

KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts

Owned-Operated By.....Panama City Broadcasting Co., Inc.
Address.....First and Mercer Sts.
Phone Number 777
Transmitter Location ....First and Mercer Sts.
Time on the Air.....7:00 a.m. to 9:05 p.m.
News Service.....UP
Transcription Service.....Standard Radio; Keystone Broadcasting System
Representative.....John H. Perry Associates

Personnel

President.....John H. Perry
Station Manager.....Byron Hayford
Chief Engineer.....Beecher Hayford

•

W C O A

PENSACOLA—EST. 1926

NATIONAL BROADCASTING CO.

Frequency: 1370 Kc....Power 1000 d.; 500 n.
Owned-Operated By...Pensacola Broadcasting Company
Address.....P. O. Box 1669
Phone Number 4111
Transmitter Location....Pensacola Bay Bridge
Time on the Air.....17 hours daily
Newspaper Affiliation.....Pensacola News-Journal
News Service.....UP
Transcription Service.....Associated Music Publishers
Representative .....John H. Perry Associates

Personnel

President.....John H. Perry
General and Commercial Manager.....Jack Rathbun

•

W F O Y

COLUMBIA BROADCASTING SYSTEM
FLORIDA BROADCASTING SYSTEM

ST. AUGUSTINE—EST. 1936

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Fountain of Youth Broadcasting Co.
Address.....Fountain of Youth Park
Phone Number 1622
Transmitter Location.....Fountain of Youth Gardens
Time on the Air.....6:30 a.m. to 12:05 a.m.
News Service .....UP
Representative.....Weed & Co.

Personnel

President.....Glenn Marshall, Jr.
Secretary-Treasurer .....Frank King
General Manager.....J. Allen Brown
Sales and Sales Promotion Manager.....J. Allen Brown
Publicity Director.....Ann Bernice Nachtmann
Program Director.....(Miss) Frankie Collyer Walker
Chief Engineer.....Pat Bernhard

W S U N

ST. PETERSBURG—EST. 1927

BLUE NETWORK

Frequency: 620 Kc. .....Power: 5000 Watts
Owned-Operated By..City of St. Petersburg,
Address.....Municipal Pier
Phone Number.....4747-4748
Transmitter Location..Bayview near Tampa,
Time on the Air.....24 hours daily
News Service.....UP
Transcription Service.....Associated Music
Representative .....Weed & Company

Personnel

Station Manager.....Norman E. Brown
Commercial Manager.....Vera M. New
Sales Promotion Manager...Norman E. Brown
Program Director-Engineer.....Louis J. Link
Production Manager.....Beth McNeely
Public Relations Director.....Joe Frohock
Musical Director.....Edith Sexton

•

W T S P

ST. PETERSBURG—EST. 1939

MUTUAL BROADCASTING SYSTEM
FLORIDA MUTUAL NETWORK

Frequency: 1380 Kc.....Power 1000 d.; 500 n.
Owned-Operated By..Pinellas Broadcasting Co.
Address.....470 First Avenue South
Phone Number.....8108
Transmitter Location....35th Ave. and 4th St., North
Time on the Air.....6:55 a.m. to midnight, Sundays, 7:30 a.m. to 12 midnight
Newspaper Affiliation....St. Petersburg Times
News Service.....UP and INS
Representative.....Joseph Hershey McGillvra

Personnel

President.....Nelson P. Poynter
Station Manager.....Lex Herron
Traffic and Publicity Manager .....Jean Allyn
Sales Promotion and Program Director.....L. H. Falconnier

•

W S P B

SARASOTA—EST. 1939

COLUMBIA BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc. .....Power: 250 Watts
Owned-Operated By.....WSPB, Inc.
Business Address.....P. O. Box 1110
Phone Number 2111-2110
Studio Address.....City Island, Sarasota
Time on the Air.....16 hours daily
News Service .....UP
Transcription Service.....World Broadcasting; Keystone Broadcasting System

Personnel

President.....R. C. Jones, Jr.
Station Manager.....John Browning
Program Director.....Mrs. John B. Browning
Chief Announcer.....John A. Buning
Chief Engineer.....Bill Sheetz

•

WTAL

TALLAHASSEE—EST. 1935

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc. ..Power: 250 d.; 100 n.
Owned-Operated By.....Capitol City Broadcasting Corp.
Address .....Thomasville Highway
Phone Number 2160; 2161-W
Time on the Air.....8:00 a.m. to 9 p.m.
News Service .....UP
Transcription Service.....BMI; Keystone

Personnel

President.....Mrs. John H. Phiffs
Station Manager.....Mrs. Teresa M. Myers

•

WDAE

TAMPA—EST. 1922

COLUMBIA BROADCASTING SYSTEM
FLORIDA BROADCASTING SYSTEM

Frequency: 1250 Kc.....Power: 5000 Watts
Owned-Operated By..Tampa Times Company
Business Address.....Tampa Terrace Hotel
Phone Number.....M 1818
Studio Address.....Tampa Terrace Hotel
Transmitter Location..Forest Hills Country Club Area
Time on the Air.....7:00 a.m. to 12:05 a.m.
Newspaper Affiliation....Tampa Daily Times
News Service .....AP
Transcription Service.....World Broadcasting
Representative .....The Katz Agency

Personnel

President .....David E. Smiley
Sales Promotion.....Carl P. Oswald
Station Manager.....L. S. Mitchell
Chief Engineer.....William Pharr Moore

•

WFLA

TAMPA—EST. 1925

NATIONAL BROADCASTING CO.

Frequency: 970 Kc...Power: 5000 d.; 1000 n.
Owned-Operated By.....Tampa Tribune
Address.....Seminole Bldg.
Phone Number .....Tampa H 1828-1829
Transmitter Location: East Entrance, Davis Causeway, Columbus Drive
Time on the Air: 6:45 a.m. to 12:05 a.m.; 7:30 a.m. to 12:05 a.m. Sunday
Newspaper Affiliation .....Tampa Tribune
News Service .....UP
Transcription Service.....NBC Thesaurus; C. P. MacGregor, Standard and Lang-Worth
Representative .....John Blair & Co.; Harry Cummings

Personnel

Station Manager.....W. Walter Tison
Local Sales Manager.....Bert Arnold
Production Manager.....Paul M. Jones
Musical Director.....Frank Grasso
Chief Engineer.....Joe Mitchell
Director of War Programs.....Barbara San

•

WJNO

WEST PALM BEACH—EST. 1936

COLUMBIA BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....WJNO, Inc.
Business Address .....P. O. Box 189
Phone Number 3638
Transmitter Location.....1415 Okeechobee Rd.
Time on the Air .....6:30 a.m. to 12 midnight
News Service.....UP
Transcription Service.....NBC Thesaurus, C. P. MacGregor
Representative.....Radio Advertising Co.

Personnel

Owner.....Marshall Heminway
General Manager .....Stephen Willis
Program Director.....Larry Roller
Chief Engineer.....E. Whitt MacDowell

PA SET THE PACE THREE YEARS AGO

with the first,

regular 24-hour

radio news wire

•



Marching ~~Through~~ To Georgia!

Eighty years after Sherman's famous "March to the Sea", *another* army is marching on Georgia. This time, however, they've marched TO Georgia rather than THROUGH Georgia.

This is an army of men and women who have come to Georgia's Cities to take jobs in Georgia's industries. They like Georgia,—its climate, its people, its working conditions—and when the war is over, they're going to stay in Georgia!

The phenomenal increase in population of Georgia Cities is shown by the U. S. Bureau of Census report on changes in civilian population of metropolitan Counties, between April 1st, 1940, and March 1st, 1943, based on actual registrations for Ration Book Two.

While many American cities were showing a net loss in population, due to loss of men and women to the Armed Services—Atlanta, Albany and Columbus all showed large net gains. Bear in mind that this covers *civilian* population alone, and does not take into consideration the hundreds of thousands of soldiers stationed in Georgia, whose purchases go to swell Georgia's ever-mounting total of retail sales.

Now's the time to sell your product in Georgia's prosperous *urban* markets. In making up your list, pick stations that give you *concentrated coverage* in Georgia Cities, where the pay-roll dollars are.

WATL	WRBL	WGPC
ATLANTA	COLUMBUS	ALBANY
1400 KC MBS	1230 KC CBS	1450 KC CBS

Represented by SPOT SALES, Inc.

GEORGIA BROADCASTING COMPANY, INC.

GEORGIA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

WALB

ALBANY—EST. 1941

MUTUAL BROADCASTING SYSTEM

Frequency: 1590 Kc.....Power: 1000 Watts
Owned-Operated By...Herald Publishing Co.
Address .....Albany, Ga.
Phone Number..... 1590
Transmitter Location.....Leesburg Road
Time on the Air.....6:55 a.m. to 10:15 p.m.
Newspaper Affiliation.....Albany Herald
News Service..... AP
Transcription Service.....Associated Music Publishers
Representative....Burn-Smith Co.; Frank Cook

Personnel

President .....H. T. McIntosh
General Manager.....Roger Van Duzer
Commercial Manager.....J. D. Porter
Promotion Director.....J. D. Porter
Chief Engineer.....DeForest T. Layton
Chief Announcer .....Robert Oswald

•

WGPC

ALBANY—EST. 1933

COLUMBIA BROADCASTING SYSTEM
GEORGIA BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By..Albany Broadcasting Co.
Address.....125½ N. Jackson St.
Phone Number.....1370; 1371
Transmitter Location.....Gillionville Rd.
Time on the Air.....7 a.m. to 10:30 p.m.
News Service .....UP
Transcription Service.....Lang-Worth
Representative.....Spot Sales, Inc.

Personnel

President.....J. W. Woodruff, Jr.
Station and Sales Mgr.....Abner M. Israel
Program Director.....Margaret Kinnett
Production Manager.....Betty Patten
Chief Announcer.....Abner M. Israel
Chief Engineer.....Chas. M. Kinnett

•

WGAU

ATHENS—EST. 1938

COLUMBIA BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....J. K. Patrick & Co.
Address ..... Bobbin Mill Road
Phone Number 1741
Transmitter Location .....Bobbin Mill Road
Time on the Air....7:00 a.m. to 12:00 midnight
Transcription Service .....Standard Radio

Personnel

Manager-Chief Engineer .....M. C. Gorman

•

WAGA

ATLANTA—EST. 1937

BLUE NETWORK

Frequency: 590 Kc.....Power: 5,000 Watts
Owned-Operated By ..Liberty Broadcasting Corp.
Address.....Western Union Bldg
Phone Number.....MAin 5101
Transmitter Location:
1299 North Druid Hills Road
Tim on the Air.....4:45 a.m. to 12 midnight
News Service.....AP
Transcription Service.....NBS Thesaurus
Representative.....Headley-Reed Co.

Personnel

President .....George B. Storer
General Manager....Charles A. Smithgall, Jr.
Commercial Manager.....Bob Venn
Sales Promotion and Publicity Manager .....Ewald Kockritz
Program Director .....Lee Bennett
Production Manager.....Julian Flint
Musical Director.....Frances Wallace
Chief Engineer.....Al Jones

•

WATL

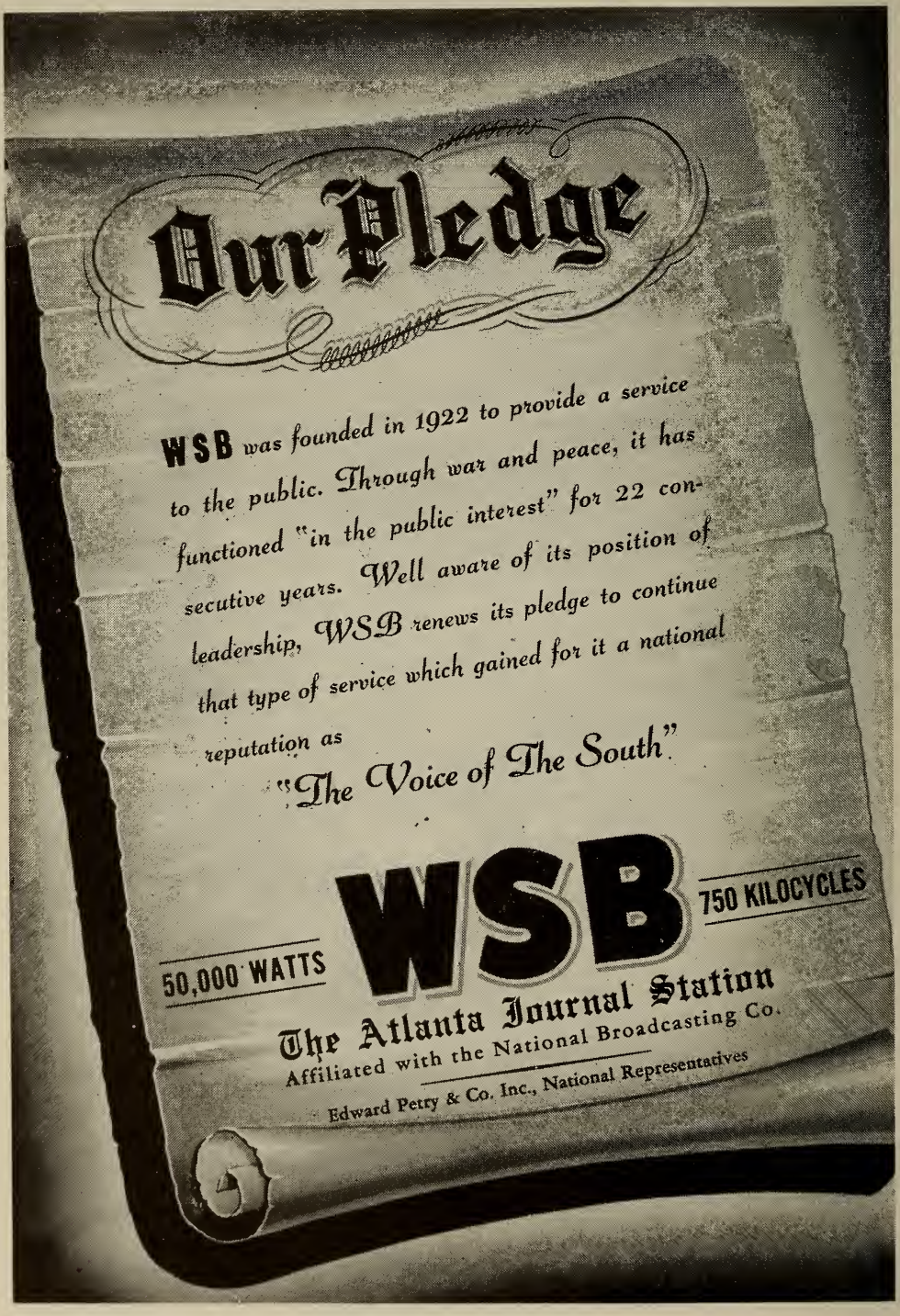
ATLANTA—EST. 1931

MUTUAL BROADCASTING SYSTEM
GEORGIA BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned By.....Georgia Broadcasting System
Operated by.....Atlanta Broadcasting Co.
Address.....Henry Grady Building
Phone Number .....Walnut 4377
Transmitter Location....Henry Grady Building
Time on the Air: 6:00 a.m. to 12:05 a.m.; Sundays, 8:00 a.m. to 12:05 a.m.
News Service ..... UP
Transcription Service.....Lang-Worth
Representative.....Spot Sales, Inc.

Personnel

President.....J. W. Woodruff, Jr.
Station Manager.....J. A. Davenport
Commercial-Sales Promotion Manager .....Sam Kane
Program Director.....Dan Hornsby
Production Manager.....Jimmy Gregory
Publicity Director.....Mrs. Mike Clark
Chief Announcer.....Jimmy Gregory
Music Director.....Cliff Cameron
Chief Engineer.....R. W. Minton


Our Pledge
WSB was founded in 1922 to provide a service to the public. Through war and peace, it has functioned "in the public interest" for 22 consecutive years. Well aware of its position of leadership, WSB renews its pledge to continue that type of service which gained for it a national reputation as
"The Voice of The South"
50,000 WATTS
WSB
750 KILOCYCLES
The Atlanta Journal Station
Affiliated with the National Broadcasting Co.
Edward Petry & Co. Inc., National Representatives

WGST

ATLANTA—EST. 1929

COLUMBIA BROADCASTING SYSTEM
GEORGIA MAJOR MARKET TRIO

Frequency: 920 Kc...Power: 5000 d.; 1000 n.
Owned By ..... Georgia Institute of Technology
Operated By.....Radio Committee—Board of Regents, State of Georgia
Address .....Forsyth Bldg.
Phone Number.. .....Walnut 8441
Transmitter Location....Cheshire Bridge Rd.
Time on the Air.....6 a.m. to 12 midnight
News Service .....AP, UP
Transcription Service.....World Broadcasting System
Representative ..... The Katz Agency

Personnel

Associate Managers.....Frank Gaither (Sales), John Fulton (Programs)
Production & Publicity Director....Don Naylor
Musical Director.....Lola Allen Wallace
Chief Engineer .....Ben Akerman

WSB

ATLANTA—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 750 Kc.....Power: 50,000 Watts
Owned-Operated By.....The Atlanta Journal Company
Address ..... Biltmore Hotel
Phone Numbers ..Hemlock 1045-1046-1047; Hemlock 5200; Walnut 5050
Transmitter Location.....Tucker, Ga.
Time on the Air.....4:45 a.m. to 12:30 a.m.
Newspaper Affiliation.....The Atlanta Journal
News Service.....AP, UP and INS
Transcription Service.....Standard Radio
Representative.....Edward Petry & Co.

Personnel

President.....James M. Cox, Jr.
Managing Director.....J. Leonard Reinsch
Station Manager.....John M. Outler, Jr.
Program Director.....Roy A. McMillan
Director of War Programs.....Mark Toalson
Sales Promotion Manager.....Mary Caldwell
Artists' Bureau Head.....Harrison Kimball
Publicity Director.....Mary Caldwell
Farm Director.....Bill Prance
Production Manager.....Beth Barnes
Musical Directors.....Perry Pechtel, Earl Landis
Chief Engineer.....C. F. Daugherty

WGAC

AUGUSTA—EST. 1940

BLUE NETWORK
MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc..... Power: 250 Watts



Owned-Operated By..The Twin States Broadcasting Company
Address ..... Augusta
Phone Number..... 2-2692-3-4
Transmitter Location .....Augusta
Time on the Air.....6:30 a.m. to 12 midnight
News Service.....AP
Transcription Service.....NBC Thesaurus
Representative .....Headley-Reed Company

Personnel

President .....F. Frederick Kennedy
General and Sales Manager.....J. B. Fuqua
Production Manager .....Laurens Moore
Program and Publicity.....Steve Manderson
Chief Engineer .....John Lyon

•

W R D W

AUGUSTA—EST. 1930

COLUMBIA BROADCASTING SYSTEM

Frequency: 1480 Kc.....Power: 5,000 Watts
Owned-Operated By..Augusta Broadcasting Company
Address .....10th & Broad Streets
Phone Numbers 2-8805, 8806, 8807
Transmitter Location.....Berckmans Road
Time on the Air.....6 a.m. to 12 midnight: Sundays, 7:00 a.m. to 12:00 midnight
News Service .....UP
Transcription Service.....World Broadcasting System
Representative.....George P. Hollingbery

Personnel

President.....Wm. K. Jenkins
Station Manager.....W. R. Ringson
Commercial Manager.....Thurston Bennett
Program-Publicity Director.....W. Charles Roe
Chief Announcer.....Ben Lucas
Musical Director.....Gil Evans
Chief Engineer.....Harvey Aderhold

•

W M O G

BRUNSWICK—EST. 1939

KEYSTONE BROADCASTING SYSTEM
SOUTH GEORGIA NETWORK

Frequency: 1490 Kc.....Power: 250 d.; 100 n.
Owned-Operated By....Coastal Broadcasting Company
Address ..... Brunswick
Phone Number 1500
Transmitter Location....St. Simons Causeway
Time on the Air.....7 a.m. to 10 p.m.
News Service .....UP
Transcription Service.....NBC Thesaurus

Personnel

President.....Mrs. Alma W. King
General and Sales Manager..Kenneth E. White
Program Director.....Alfred Job
Chief Engineer.....Kenneth E. White

W G A A

CEDARTOWN—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned By .....Northwest Georgia Broadcasting Co.
Operated By..... R. W. Rounsaville
Address .....West Theater Bldg.
Phone Number.....777
Transmitter Location.....Cave Spring Rd.
Time on the Air.....14 hours daily
News Service .....AP
Transcription Service.....Keystone Broadcasting System

Personnel

President .....O. C. Lam
General Manager.....R. W. Rounsaville
Promotion Manager....Mrs. R. W. Rounsaville
Program, Production and Publicity Director .....Dorothy Holt
Chief Announcer.....Hall Wray
Chief Engineer.....Clarence Landress

•

W D A K

COLUMBUS—EST. 1940

BLUE NETWORK—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Valley Broadcasting Company
Address.....1028 Broadway
Phone Numbers.....3-2771, Columbus; 173, West Point
Transmitter Location.....1028 Broadway
Time on the Air.....6 a.m. to 1 a.m.
News Service .....INS
Representative.....Headley-Reed Co.

Personnel

President-Owner.....L. J. Duncan
Station Manager.....Allen M. Woodall
Sales Promotion Manager.....John Amick
Program Director.....Dora Anna Gay
Publicity Director.....Mrs. Eugene Brown
Chief Announcer .....Joe Byars
Chief Engineer .....Dige Bishop

•

W R B L

COLUMBUS—EST. 1928

COLUMBIA BROADCASTING SYSTEM
GEORGIA BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
Owned and Operated By....Columbus Broadcasting Company
Address .....1420 Second Avenue
Phone Number.....2-0601
Transmitter Location .....Columbus, Ga.
Time on the Air.....6:00 a.m. to 1:00 a.m.; Sundays, 7:30 a.m. to 1:00 a.m.
News Service .....UP

Transcription Service..... Lang-Worth
Representative.....Spot Sales, Inc.

Personnel

President .....J. W. Woodruff, Sr.
Executive Manager .....J. W. Woodruff, Jr.
Station Manager.....W. Heldon Herrin
Commercial Manager.....W. S. Massie
Sales Promotion.....Jack O'Connor
Musical Director .....Gertrude Handley
Publicity Director .....Ed Hennessy
Chief Engineer.....Wilfred T. Siddle

(See Page 396)

WMJM

CORDELE—EST. 1940

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power 250 d.; 100 n.
Owned-Operated By..Cordell Dispatch Publishing Company
Business Address.....P. O. Box 432
Phone Number 666
Studio Address.....20th Ave. & B St.
Transmitter Location.....20th Ave. & B St.
Time on the Air.....7 a.m. to 9 p.m.
Newspaper Affiliation..... Cordell Dispatch
Transcription Service...Keystone Broadcasting
Representative.....Cox & Tanz

Personnel

President-General Manager..James S. Rivers
Commercial Manager.....Gaines Brewster
Program Director.....Elweda Powers
Publicity Director.....Peyton Bishop
Chief Announcer-Musical Director .....Robert C. Lay
Chief Engineer..... Clayton Lee

WBLJ

DALTON—EST. 1940

MUTUAL & KEYSTONE

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By....Dalton Broadcasting
Address.....111 Pentz St.
Phone Number.....Dalton 684
Transmitter Location.....River Bend Rd.
Time on the Air.....7 a.m. to 10 p.m.
Representative .....Cox & Tanz

Personnel

President .....H. C. Kenemer
Secretary-Treasurer-Manager..W. V. Williams
Sales and Program Dir.....William Armond
Chief Engineer .....W. C. Roberts

WGGA

GAINESVILLE—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By..Blue Ridge Broadcasting Company
Address.....Athens Road
Phone Number.....1600
Time on the Air.....6:30 a.m. to 10:15 p.m.
News Service .....AP
Transcription Service.....NBC Thesaurus

Personnel

President.....Austin F. Dean (Lt. USNR)
General Manager.....L. H. Christian
Sales Promotion Manager.....E. F. MacLeod
Chief Engineer.....F. K. Brown

WKEU

GRIFFIN—EST. 1934

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 100 Watts
Address.....Griffin Hotel, Griffin
Time on the Air.....Daytime License
Transcription Service.....C. P. MacGregor
Representative.....Sears & Ayer, Inc.

Personnel

Manager & Owner.....A. W. Marshall, Jr.

WLAG

LA GRANGE—EST. 1941

MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By...LaGrange Broadcasting
Address .....303 Broome St.
Phone Number..... 1700
Transmitter Location.....La Grange
Time on the Air.....6:30 a.m. to 11 p.m.; Sundays, 7 a.m. to 12 midnight
Newspaper Affiliation.....LaGrange News
News Service .....UP

Personnel

President .....Roy C. Swank
General Manager.....Edwin Mullinax
Chief Engineer .....James McKay

WBML

MACON—EST. 1940

BLUE NETWORK
MUTUAL BROADCASTING SYSTEM
GEORGIA SPORTS NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Middle Georgia Broadcasting Company
Address.....First National Bank Building
Phone Number..... 2728
Transmitter Location.....8th & Cherry Streets
Time on the Air: 6:30 a.m. to 12 midnight; Sundays, 7:30 to 12 midnight
News Service .....UP
Transcription Service .....Standard
Representative .....Joseph H. McGillvra

Personnel

President .....Ernest D. Black
Vice President .....E. M. Lowe
Secretary & Treasurer.....E. G. McKenzie
Station Manager.....Charles W. Pittman
Commercial Manager .....Alfred Lowe
Sales Promotion Mgr.....Carl Williams
Program Director ....Mary Hester Richardson
Production Director.....Harold Beatty
Chief Announcer.....Gene Marshall
Director of Women's Activities and Publicity .....Rosemary Lyons Jones
Musical Director .....Jim Vinson
Chief Engineer.....H. S. Goodrich

WMAZ

MACON—EST. 1922

COLUMBIA BROADCASTING SYSTEM
GEORGIA MAJOR MARKET TRIO

Frequency: 940 Kc.....Power: 5000 Watts
Owned-Operated By....Southeastern Broadcasting Company, Inc.
Address .....Bankers Insurance Bldg.
Phone Number 3131
Transmitter Location.....Forsyth Road
Time on the Air: 6 a.m. to 12 midnight; Sundays 7:00 a.m. to midnight.
News Service .....INS
Transcription Service.....World Broadcasting System; Lang-Worth
Representative .....The Katz Agency

Personnel

President, Chief Engineer
George P. Rankin, Jr.
Sec'y-Treas., General Manager
Wilton E. Cobb
Commercial & Sales Promotion Mgr. .....Frank Crowther
Program Director .....Lew Kent
Publicity Director .....Wilton Cobb
Chief Announcer .....Frank Hubbs

WMGA

MOULTRIE—EST. 1939

KEYSTONE BROADCASTING SYSTEM
SOUTH GEORGIA NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By....Frank R. Pidcock, Sr.
Address .....Box 310, Moultrie
Phone Number..... 999
Transmitter Location.....Moultrie
Time on the Air; 6:30 a.m. to 10 p.m.; Sundays, 8 a.m. to 10 p.m.
News Service .....UP
Transcription Service .....Standard Radio

Personnel

Owner .....Frank R. Pidcock
Manager .....John F. Pidcock
Commercial Manager .....James M. Wilder
Program Director.....Mrs. D. E. Stringfellow
Chief Engineer .....James Wilder
Chief Announcer .....Wendell Adams

WRGA

ROME—EST. 1929

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Rome Broadcasting Corp.
Address ..... National City Bank Building
Phone Number..... 6589
Transmitter Location ....Seventh Ave., Rome
Time on the Air.....Unlimited license
Transcription Service .....C. P. MacGregor

Personnel

President .....John W. Quarles
Gen'l Mgr. & Treasurer .....Happy Quarles

WSAV

SAVANNAH—EST. 1939

NATIONAL BROADCASTING CO.
ATLANTIC SPORTS NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....WSAV, Inc.
Address .....Liberty National Bank Building
Phone Number.....5600
Transmitter Location.....East President Street
Time on he Air: 7 a.m. to 12:10 a.m.
News Service.....AP; INS
Transcription Service.....Associated Music Publishers
Representative .....George P. Hollingbery Company

Personnel

President .....Arthur Lucas
Station Manager.....Harben Daniel
Commercial Manager.....N. W. Brandon
Sales Promotion Manager.....Thomas S. Carr
Program Director.....Electa Hoffman
Director of War Programs....Alberta Robertson
Production Manager .....Sanford Reece
Publicity Director and Chief Announcer .....Daniel Harless
Musical Director .....George Upchurch
Chief Engineer .....Meredith Thompson

WTOC

SAVANNAH—EST. 1929

COLUMBIA BROADCASTING SYSTEM

Frequency: 1290 Kc.....Power: 5000 Watts
Owned By....Savannah Broadcasting Company
Operated By .....W. T. Knight, Jr.
Address.....516 Abercorn Street
Phone Number 20127-28-29
Transmitter Location .....Central Junction
Time on the Air: 6:00 to 12 midnight; Sundays, 8 a.m. to 12 midnight
News Service .....UP
Transcription Service .....Lang-Worth; Standard Radio
Representative .....The Katz Agency

Personnel

President and Station Mgr....W. T. Knight, Jr.
Assistant to President.....D. J. Bruce
National Sales-Merchandising Manager
Bill Smart
Local Sales Mgr.....Ben Williams
Program Director .....Dolores Bussey
Production Manager.....Dwight James Bruce
Publicity Director .....Bill Smart
Musical Director.....Jean Wallace
Chief Engineer.....Claude M. Gray

WPAX

THOMASVILLE—EST. 1934

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By .....Wimpy Radio
Address.....117 Remington Avenue
Phone Number..... 909
Transmitter Location...117 Remington Avenue
Time on the Air.....Unlimited license

Personnel

Station Manager.....H. Wimpy
Commercial Mgr.....Charles Lawton

WRLC

TOCCOA—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc. .....Power: 250 Watts
Owned-Operated By .....R. G. LeTourneau
Address .....Prather Bridge Road
Phone Number..... 1751
Transmitter Location....Prather Bridge Road
Time on the Air.....13 hours daily
News Service .....AP
Transcription Service..Lang-Worth; BMI; NBC Thesaurus, Keystone

Personnel

Owner.....R. G. LeTourneau
General and Commercial Manager .....Virgle E. Craig
Chief Announcer and Chief Engineer .....Wm. S. Kilgore

WGOV

VALDOSTA—EST. 1940

MUTUAL BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....E. D. Rivers
Address .....Valdosta, Ga.
Phone Numbers.....1420; 1421
Transmitter Location.....E. Park Ave.
Time on the Air.....16 hours daily
News Service .....UP
Representative .....The Walker Co.

Personnel

Owner..... E. D. Rivers
Station Mgr.....Mrs. E. D. Rivers
Sales Manager .....W. R. Link
Program Director .....M. W. Gorman
Chief Engineer .....C. E. Watkins

WAYX

WAYCROSS—EST. 1936

KEYSTONE BROADCASTING SYSTEM
SOUTH GEORGIA NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Jack Williams
Address .....620 Plant Avenue
Phone Number 965
Transmitter Location ..... Waycross
Time on the Air .....7 a.m. to 10 p.m.
Newspaper Affiliation .....Waycross Journal-Herald
News Service ..... UP
Transcription Service .....World Broadcasting System; Keystone Broadcasting System
Representative .....Hal Holman Company

Personnel

President .....Jack Williams
Station and Commercial Manager .....John J. Tobola
Program Director.....John Humble
Publicity Director.....Liston Elkins
Artists Bureau .....Hazel Cason
Musical Director .....Frank Mitchell
Chief Announcer and Chief Engineer .....John J. Tobola

PROGRAM DEPARTMENT ON A NEWS WIRE

•

With the manpower shortage, PA Telescripts are proving to be almost the equivalent of a programming department.

Cued for music or sound effects, they are transmitted over the special AP radio wire ready for immediate airing.

IDAHO

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

KIDO

BOISE—EST. 1928

NATIONAL BROADCASTING CO.

Frequency: 1380 Kc...Power: 2500 d.; 1000 n.
Owned By.....G. M. Phillips, d/b Boise Broadcasting Station
Operated By.....G. M. Phillips
Address .....Hotel Boise
Phone Numbers.....660; 661
Transmitter Location..4½ miles northwest of City
Time on the Air: 6 a.m. to 11 p.m.; Sundays, 9 a.m. to 11:00 p.m.
News Service .....UP and AP
Transcription Service....World Broadcasting System
Representative.....John Blair & Company

Personnel

Station Manager.....G. M. Phillips
Commercial and Sales Promotion Manager .....Boyd Braithwaite
Program Director-Chief Announcer .....Billy Phillips
Production Manager .....R. D. Herbert
Publicity Director .....Boyd Braithwaite
Traffic Manager.....Catherine Scotland
Chief Engineer .....James Johntz

•

KID

IDAHO FALLS—EST. 1928

KEYSTONE BROADCASTING SYSTEM

Frequency: 1350 Kc.....Power: 5000 d.; 500 n.
Owned-Operated By.....KID Broadcasting Co.
Address .....KID Building
Phone Number 4
Transmitter Location .....Ammon Road
Time on the Air.....6: a.m. to 12 Midnight

Personnel

President and General Manager, J. W. Duckworth

•

KRLC

LEWISTON—EST. 1935

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....H. E. Studebaker
Address.....Lewis-Clark Hotel Building
Phone Number..... 1950
Transmitter Location.....Lewiston Orchards
Time on the Air: 7:25 a.m. to 8:15 p.m.; 2:00 p.m. to 8:30 p.m. Sundays
News Service .....UP
Transcription Service....World Broadcasting System; Longworth Feature Programs; Keystone Broadcasting System
Representative .....Howard H. Wilson Co.

Personnel

Owner .....H. E. Studebaker
Station Manager.....Donald A. Wike
Commercial Manager.....Donald Thomas
Chief Engineer.....Milton MacLafferty

•

KFXD

NAMPA—EST. 1930

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Frank E. Hurt
Business Address....1024 Twelfth Ave., South
Phone Number 1200
Studio Addresses: 1024 Twelfth Ave., South; 724 S. Kimball Ave., Caldwell, Ida.; 809 Main St., Boise, Ida.
Transmitter Location..1024 Twelfth St., South
Time on the Air: 6 a.m. to 9 p.m.; Sundays, 8:30 a.m. to 7:30 p.m.
News Service .....UP
Transcription Service: NBC Thesaurus; Lang-Worth

Personnel

Owner .....Frank E. Hurt
Station and Commercial Manager..Doyle Cain
Chief Announcer .....Floyd Bryant
Chief Engineer.....Edward Hurt

•

KSEI

POCATELLO—EST. 1926

NATIONAL BROADCASTING CO.

Frequency: 930 Kc...Power: 1000 d.; 250 n.
Owned-Operated By..... Radio Service Corporation
Address ..... Pocatello
Phone Number 960
Transmitter Location..... Pocatello
Time on the Air: 6 a.m. to 11 p.m.; Sundays, 8:30 a.m. to 11 p.m.
News Service..... UP
Transcription Service.....Standard
Representatives.....The Walker Co. (East); Homer Owen Griffith (West)

• • • IDAHO • • •

Personnel

President .....O. P. Soule
Vice-Pres.-General Manager.Henry H. Fletcher
Program Director.....Ruthe A. Fletcher
Publicity Director.....Olive M. Leeney
Chief Engineer.....Henry H. Fletcher

•

K T F I

TWIN FALLS—EST. 1928

NATIONAL BROADCASTING CO.

Frequency: 1270 Kc.....Power: 1000 Watts
Owned-Operated By.....Radio Broadcasting Corp.
Address .....241 Main Ave. W.
Phone Number..... 2400
Transmitter Location.....Highway No. 30, west of Twin Falls
Time on the Air.....Unlimited license
News Service.....UP
Transcription Service.....Standard Radio
Representatives.....The Walker Co.; Homer Owen Griffith

Personnel

President .....O. P. Soule
Station and Commercial Manager .....F. M. Gardner
Sales Promotion Manager .....L. Otto
Program Director and Chief Announcer .....Charles S. Crabtree
Publicity-Musical Director.....Eleanor Kline
Chief Engineer.....Franklyn Ver Cox

•

K W A L

WALLACE—EST. 1939

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned By.....Silver Broadcasting Co.
Operated By.....R. G. Binyon
Address .....Tabor Bldg.
Phone Number..... 330
Transmitter Location.....Osburn
Time on the Air.....7 a.m. to 12 midnight
Transcription Service..Keystone Broadcasting System; Standard Radio; Associated Music Publishers

Personnel

President.....Dr. J. R. Binyon
Station Manager.....R. G. Binyon
Sales Promotion-Commercial Manager Howard Olson
Program Director.....Turner Dreher
Production Manager.....E. Camey
Chief Announcer .....W. Mondell Spencer
Musical Director.....Glenn Whitney
Chief Engineer.....Charles Crane

AP

NEWS FOR RADIO IS AVAILABLE

THROUGH

PRESS ASSOCIATION, Inc.

50 ROCKEFELLER PLAZA

NEW YORK, N. Y.

WBBM'S BEST PROGRAM..

ONE program has kept WBBM the most sponsored station in Chicago for 19 straight years.

It is the program followed by our SHOWMANSHIP department*; the program of building radios show to do specific selling jobs.

When you buy radio time—local, national spot or network—see what our SHOWMANSHIP department* can do to program that time so it will produce the maximum sales per advertising message.

* The twenty key creative men on WBBM's "Showmanship" staff have invested an average of nine years in radio.



ILLINOIS

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

WMRO

AURORA—EST. 1938

KEYSTONE BROADCASTING SYSTEM

Frequency: 1280 Kc.....Power: 250 Watts
Owned-Operated By.....Martin R. O'Brien
Address.....34 S. River St.
Phone Number.....Aurora 4215
Transmitter Location.....N. Aurora
Time on the Air....Local sunrise to local sunset
News Service..... AP
Transcription Service: Keystone Broadcasting System; Standard Radio

Personnel

Owner-General Manager....Martin R. O'Brien
Commercial Manager .....Vincent G. Cofey
Program-Musical Director..Mary Louise Brown
Publicity and Production Director .....Jeanne Doran
Chief Announcer .....J. T. Hankinson
Supervising Engineer .....Vincent Cofey
Chief Engineer .....Phillip Olson

•

WJBC

BLOOMINGTON—EST. 1924

KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By..A. M. McGregor, Hugh L. Gately & D. C. McGregor
Business Address.....209 E. Washington
Phone Number..... 535
Transmitter Location.....West Gregory St., Normal, Ill.
Time on the Air.....Unlimited license
Transcription Serviec .....World
Representative .....Sears and Ayer, Inc.

Personnel

President and Station Manager .....A. M. McGregor
Commercial Manager.....Hugh L. Gately

•

WKRO

CAIRO—EST. 1942

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Oscar C. Hirsch
Address ..... Cairo
Phone Number.....1490
Transmitter Location .....Cairo
Time on the Air: 7:00 a.m. to 10 p.m.; Sunday, 8 a.m. to 9 p.m.
News Service .....UP

Personnel

Owner .....Oscar C. Hirsch
Station and Commercial Manager .....Merrilll C. Currier

•

WCAZ

CARTHAGE—EST. 1921

Frequency: 1080 Kc.....Power: 250 Watts
Owned-Operated By....Superior Broadcasting Service, Inc.
Business Address .....Carthage
Phone Number..... 520
Studio Address.....Carthage; Macomb, Ill.
Transmitter Location.....R.F.D., Carthage
Time on the Air.....Daytime to local sunset
News Service .....UP
Transcription Service.....NBC Thesaurus

Personnel

President .....Bob Compton
Station Manager.....John Palmer

•

WDWS

CHAMPAIGN—EST. 1937

COLUMBIA BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Champaign News-Gazette, Inc.
Address ..... 48 Main St.
Phone Number 6-1855
Transmitter Location.1 mile south of Champaign
Time on the Air .....Unlimited license
Newspaper Affiliation .....Champaign News-Gazette
National Sales Office.Texas Daily Press League
News Service .....UP

Personnel

President .....Mrs. Helen M. Stevick

•

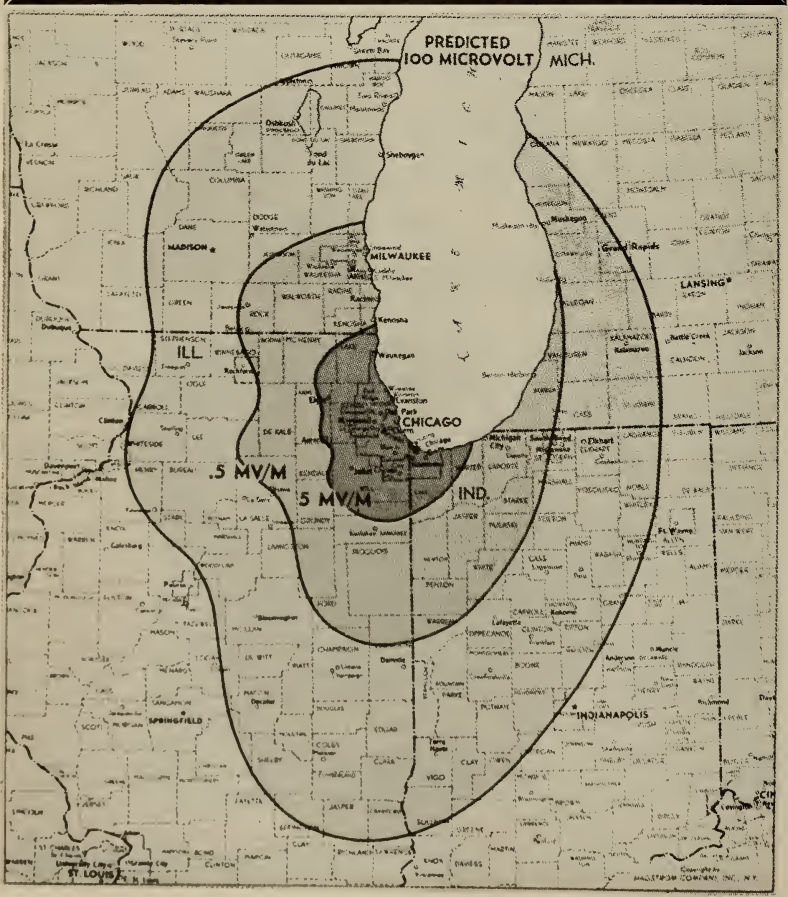
WAAF

CHICAGO—EST. 1922

Frequency: 950 Kc.....Power: 1000 Watts
Owned-Operated By....Drover's Journal Publishing Co.
Address .....Palmer House
Phone Number .....Randolph 1932
Transmitter Location.....1001 Exchange Ave.
Time on the Air....6:30 a.m. to local sunset
News Service..... UP
Transcription Service.....Standard Radio
Representative....George P. Hollingbery Co.

WCFL - CHICAGO

10000 Watt Transmitter
1000 Kilocycles
100% Reception



You Get Your Money's Worth at

WCFL CHICAGO

THE VOICE OF LABOR

•

Accepted Interpretation of the News by . . .

Baukhage
Leon Henderson
Martin Agronsky
James McDonald
Carey Longmire
Robert McCormick
Edward Tomlinson

Currently Featured:

Breakfast Club
Ladies Be Seated
My True Story
The Green Hornet
Lone Ranger
Boston Symphony Orch.
Radio Hall of Fame
Coast to Coast on a Bus
Southernaires

Programs expertly styled for listening pleasure and Sales Appeal

Personnel

President .....Ward A. Neff
Station and Commercial Manager .....Bradley R. Eidmann
Sales Promotion Manager..Helen Himebaugh
Program Director and Chief Announcer .....Robert Bryar
Production Manager.....John Stanley
War Program Director.....Paul Dixon
Publicity Director .....Bill Wesley
Chief Engineer.....Carl Uhlrich
Musical Director .....Helen Compton

•

WAIT

CHICAGO—EST. 1923

Frequency: 820 Kc.....Power: 5000 Watts
Owned-Operated By....Radio Station WAIT
Address.....360 N. Michigan Avenue
Phone Number .....Franklin 0660
Transmitter Location.....Church Road, Elmhurst, Ill
Time on the Air.....Local sunrise to sunset; Dallas, Texas
News Service .....UP, Reuters, Transradio
Transcription Service .....AMP
Representative .....Ray Linton & Co.

Personnel

Managing Director .....Gene T. Dyer
Manager .....Joseph Rudolph
Commercial Manager .....Craig Maudsley
Program Director and Chief Announcer .....Linn Burton
Sales Promotion Manager.....George Provol
Publicity Director ..... Jack Payne
War Program Director.....Joseph Rudolph
Musical Director .....Elizabeth Hinzman
Chief Engineer .....E. W. Jacker

(See Page 416)

•

WBBM

CHICAGO—EST. 1923

COLUMBIA BROADCASTING SYSTEM

Frequency: 780 Kc.....Power: 50,000 Watts
Owned-Operated By....The Columbia Broadcasting System, Inc.
Address .....410 North Michigan Ave.
Phone .....Whitehall 6000
Transmitter Location .....Itaska, Ill.
Time on the Air.....5:30 a.m. to 12:59½ a.m., Sundays 7:30 a.m. to 12:59½ a.m.
News Service.....AP; INS; UP
Transcription Service.....Associated Music Publishers, Lang-Worth, World
Representative .....Radio Sales

Personnel

President .....Wm. S. Paley
Vice-President and Station Manager .....H. Leslie Atlass
Assistant Manager.....J. L. Van Volkenburg
Commercial Manager.....J. Kelly Smith
Sales Promotion Manager.....King Park
Western Sales Manager ..W. Donald Roberts
Program Director .....Walter J. Preston
Chief Sound Technician.....Urban Johnson
Production Manager .....George T. Case
Dir. of Press Information.....Shep Chartoc
News Editor.....James Crusinberry
Assistant Program Director....O. J. Neuwerth
Office Manager.....John V. McLoughlin
Musical Director.....Caesar Petrillo
Chief Announcer .....Bob Cunningham
Chief Engineer .....J. J. Beloungy

(See Page 406)

•

WCFL

CHICAGO—EST. 1926

NATIONAL BROADCASTING CO. BLUE NETWORK

Frequency: 1000 Kc.....Power: 10000 Watts
Owned-Oper. By..Chicago Federation of Labor
Address.....666 Lake Shore Drive
Phone Number.....Superior 5300
Transmitter Location...Downers Grove, Illinois
Time on the Air: 6 a.m. to 12:05 a.m.; Sundays, 8:00 a.m. to 12 midnight.
News Service.....UP
Transcription Service....World Broadcasting System
Representative.....The Katz Agency

Personnel

President.....John Fitzpatrick
General Manager.....Maynard Marquardt
Commercial and Sales Manager..M. B. Wolens
Program Production Director..Howard Keegan

•

WCRW

CHICAGO—EST. 1926

Frequency: 1240 Kc..... Power: 100 Watts
Owned-Operated By.....Clinton R. White
Address.....2756 Pine Grove Ave.
Phone Number.....Diversey 4440
Transmitter Location.....2756 Pine Grove Ave.
Time on the air: 11 .m. to 2 p.m. nd 5 p.m. to 7 p.m.

Personnel

Owner .....Clinton R. White

•

WEDC

CHICAGO—EST. 1926

Frequency: 1240 Kc ... Power: 250 Watts
Owned-Operated By . . . Emil Denemark, Inc.
Address..... 3860 Ogden Ave.
Phone Number. ...Crawford 4100
Transmitter Location .....3860 Ogden Ave.
Time on the Air: 8:30 a.m. to 10 a.m.; 3:30 to 5 p.m.; 7 p.m. to 8 p.m.; 10 p.m. to 11 p.m.
News Service .....UP

WGN, because of its genuinely "Chicago" origin and viewpoint, is recognized by radio listeners in metropolitan Chicago and throughout the Middle West as their community station...

ANOTHER REASON

why WGN carries more retail, local and national spot business than any other 50,000 watt Chicago station.



WGN

CHICAGO, ILLINOIS

A Clear Channel Station

MUTUAL
BROADCASTING
SYSTEM

Personnel

President.....Emil Denemark
Station and Commercial Manager .....Frank J. Kotnour
Program Director and Chief Announcer .....Bill Mack
Director of War Programs .. Sophie V. Brady
Publicity Director.....Serena Notari
Production and Musical Director....Bill Brady
Chief Engineer.....Chester Lewicki

•

WENR

CHICAGO—EST. 1925

BLUE NETWORK

Frequency: 890 Kc.....Power: 50000 Watts
Owned-Operated By.....Blue Network Co.
Address.....Merchandise Mart
Phone Number.....Delaware 1900
Transmitter Location.....Tinley Park, Ill.
Time on the air: 3 to 6:30 p.m. and 8 p.m. to 3 a.m.; Saturdays, 3-6:30 p.m. and 12 midnight to 1 a.m.; Sundays, 12 noon to 7 p.m. and 8 p.m. to 3 a.m.
News Service.....AP; INS; UP
Transcription Service.....NBC Thesaurus,
Representative .....Spot Sales

Personnel

President .....Mark Woods
V-P—Central Div. Mgr.....E. R. Borroff
Program Manager.....James Stirton
Advertising and Sales Promotion Manager, E. J. Huber
Chief Announcer.....Gene Rouse
Publicity Directors .....Ell Henry
Production Manager.....Maurice Wetzel
Sales Manager.....Gil Berry
Continuity Editor.....L. J. Edgely
Director of Public Service Programs, Robert White
Sales Traffic Manager.....Robert Ewing
Chief Engineer.....E. C. Horstman

•

WGES

CHICAGO—EST. 1924

Frequency: 1390 Kc.....Power: 5000 Watts
Owned and Operated....Radio Station WGES
Address.....14 N. Western Ave.
Phone Number.....Seeley 8066
Transmitter Location .....8601 Kedzie Ave.
Time on the Air..7:00 a.m. to 12:00 midnight
News Service.....UP and Transradio
Transcription Service.....Associated Music

Personnel

President-Owner.....Gene T. Dyer
Station Manager.....John A. Dyer
Commercial Manager .....M. E. Clemens
Sales Promotion Manager.....A. C. Perkins
Program Director.....Robert Miller
Musical Director.....Erma Gareri
Chief Engineer .....Edward N. Jacker

•

WGN

CHICAGO—EST. 1932

MUTUAL

Frequency: 720 Kc.....Power: 50000 Watts
Owned-Operated By.....WGN, Inc
Address.....441 N. Michigan Ave.
Phone Number.....Superior 0100
Transmitter Location.....Roselle, Illinois
Time on the Air: 5:30 a.m. to 1:05 a.m.; Saturdays, 5:30 a.m. to 1:35 a.m.; Sundays, 8 a.m. to 1:05 p.m.
Newspaper Affiliation....The Chicago Tribune
News Service.....AP, UP, Chicago Tribune
Transcription Service.....World Broadcasting System; Associated Music Publishers and Standard Radio
Representative.....WGN, Inc. (N. Y.); Paul H. Raymer Co.

Personnel

President.....Col. Robert R. McCormick
Station Manager.....Frank P. Schreiber
Commercial Manager...William A. McGuineas
Program Director .....Buckingham W. Gunn
Sales Promotion Manager....Ben H. Berentson
Publicity Director.....Dale O'Brien
Production Manager .....Lewis B. James
News Editor.....Tom Foy
Farm Director.....Holland Engle
Musical Director.....Henry Weber
Chief Engineer.....George Lang

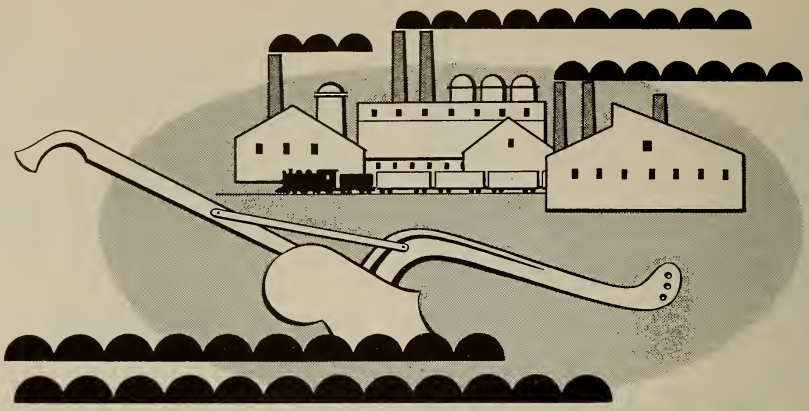
WAIT

ADVERTISEMENT

SEE

PAGE

416



Two Rich Markets In One

NOWHERE else in America is there such a broad area of double prosperity as in the WLS Major Coverage Area, where almost 15,000,000 people live, two-thirds urban, one-third rural. With war production their incentive, men on some 650,000 fertile farms are reaping cash harvests larger than they have in years. There are 357 cities and towns, where men on war jobs in factories are bringing home pay envelopes the like of which they have not had before.

Whether you wish to reach the workers in industry or in agriculture, radio station WLS provides you the way to *sell* them.

WLS

CHICAGO

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER
President

GLENN SNYDER
Manager

REPRESENTED BY
JOHN BLAIR & COMPANY

MANAGEMENT AFFILIATED WITH

The Arizona Network

KSUN
Bisbee-Lowell
Carl Morris, Manager
1230 Kilocycles
250 Watts

KOY
PHOENIX
Harold A. Safford, Manager

550
KILOCYCLES

KTUC
TUCSON
Lee Little, Manager
1400 Kilocycles
250 Watts

BOTH WLS AND THE ARIZONA NETWORK ARE REPRESENTED BY JOHN BLAIR & COMPANY

WJJD

CHICAGO—EST. 1932

Frequency: 1160 Kc.....Power: 20000 Watts
Owned-Operated By.....WJJD Incorporated
Address.....230 North Michigan Ave.
Phone Number.....STAte 5466
Transmitter Location.....Box 296 G, Desplaines, Illinois
Time on the Air: 4 a.m. to sundown, Salt Lake City
News Service.....AP
Representative.....John E. Pearson Co.

Personnel

President and Station Manager.Ralph L. Atlass
Vice-President.....H. Leslie Atlass
Sales Promotion Manager.....C. Don Ioset
Commercial Manager.....Art Harre
Musical Director.....Lee Gillette
Publicity Director.....Fred A. Reed
Chief Engineer.....Walter Myers

•

WLS

CHICAGO—EST. 1924

BLUE NETWORK

Frequency: 890 Kc.....Power: 50000 Watts
Owned-Operated By...Agricultural Broadcasting Co.
Address.....1230 W. Washington Blvd.
Phone Number.....Monroe 9700
Transmitter Location.....Tinley Park, Ill.
Time on the Air: 5 a.m. to 3 p.m. and 6 p.m. to 8 p.m.; Sundays, 7 a.m. to 12 Noon and 7 to 8 p.m.
News Service.....AP, UP, Transradio
Newspaper Affiliation....Prairie Farmer Publishing Co.
Representative.....John Blair & Co.

Personnel

President.....Burridge D. Butler
Station Manager.....Glenn Snyder
Commercial Manager....Charles M. Freeman
Artists' Bureau Head.....George Ferguson
Publicity and Sales Promotion.....Don Kelley
Farm Program Director.....Arthur C. Page
News Editor.....Julian Bentley
Production Manager.....Al Boyd
Musical Director.....Phil Kalar
War Program Director.....Harry Templeton
Chief Engineer.....Thomas L. Rowe

•

WIND

CHICAGO

(For station listing see Gary, Ind.)

WJJD

The Nation's Largest Independent Station in the Nation's 2nd Market

20,000 WATTS

CHICAGO

The Best News Service

24 HOURS A DAY TO

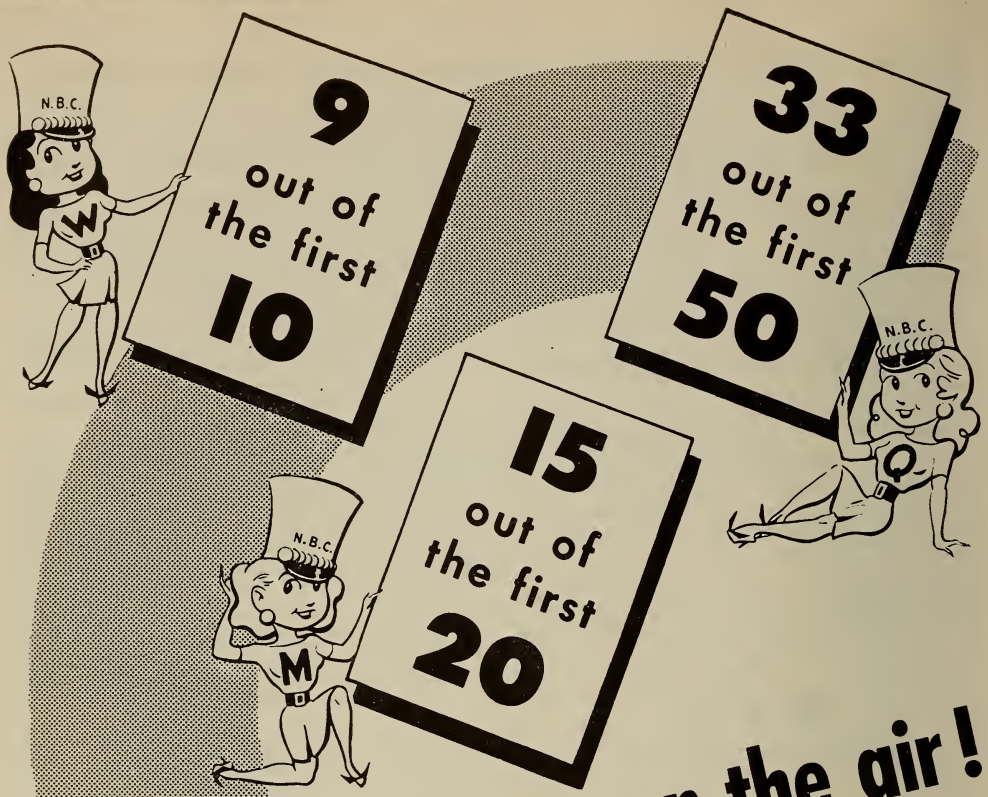
The Nation's 2nd Market

44 News Broadcasts Daily—including news on the hour 24 hours around the clock!

WIND

Studios — in Gary, the war-busy steel producing center of the World; and in CHICAGO.

5000 WATTS — 560 KC — Full Time



...of all programs on the air!

Latest independent surveys place WMAQ programs far out in front. They show that the great majority of all listeners favor the top-flight NBC shows which distinguish this station—shows made possible by America's leading advertisers and agencies and the outstanding talent they have assembled.

This fact should be of vital significance to you if you are interested in reaching the Nation's Second Market—a market which has a potential listening audience of 2,855,700 families who spend over *three and a half billion* dollars a year. When you buy WMAQ time you are placing your radio advertising where it will do the *most good*. A "natural" for local or spot campaigns.

WMAQ
CHICAGO

They all tune to the **National Broadcasting Company**

It's a National Habit

America's No. 1 Network

A Service of Radio Corporation of America

WMAQ

CHICAGO—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 670 Kc.....Power: 50000 Watts
Owned-Operated By
National Broadcasting Co., Inc.
Address.....222 North Bank Drive
Phone Number.....Superior 8300
Transmitter Location.....Elmhurst, Ill.
Time on the Air.....5:30 a.m. to 1 a.m.; Sundays, 8:00 a.m. to 1:00 a.m.
News Service.....AP, INS, UP
Transcription Service.....NBC Thesaurus, Standard Radio
Representative.....National Broadcasting Co.

Personnel

President.....Niles Trammell
V-P, WMAQ Mgr.....Harry C. Kopf
Division Engineer.....Howard C. Luttgens
Supervisor of Music Library....D. A. Marcotte
Night Manager.....H. D. Livezey
Special Events Director.....William B. Ray
Station Relations Mgr.....A. W. Kaney
Chief Announcer.....William Kephart
Publicity Director .....Jack Ryan
Continuity Editor.....William Murphy
Production Manager.Frederick A. Jacobson, Jr.
Sales Manager.....Oliver Morton
Business Manager.....John F. Whalley
Program Manager.....Jules Herbuveaux
Advertising and Sales Promotion Manager,
Emmons C. Carlson
Musical Director.....Roy Shield
Director of Public Service Programs,
Judith Waller

•

WMBI

CHICAGO—EST. 1926

Frequency: 1110 Kc.....Power: 5000 Watts
Owned-Operated By.....The Moody Bible Institute of Chicago
Address.....153 Institute Place
Phone Number.....Michigan 1570
Transmitter Location.....Addison, Ill.
Time on the Air: Limited time with WBT; 72 to 99½ hours weekly
News Service.....UP
Transcription Service.....NBC Thesaurus

Personnel

Vice-President.....H. Coleman Crowell
Program Director....Rev. Wendell P. Loveless
Production Mgr.....Robert H. Parsons
Publicity Director.....Russell Hitt
Musical Director .....Don P. Hustad
Chief Engineer.....A. P. Frye

•

(The Moody Bible Institute of Chicago also operates station WDLM, C. P. for 50,000 watts; now operating 1,000 watts.)

WSBC

CHICAGO—EST. 1925

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Station WSBC
Address .....2400 West Madison St.
Phone Number.....Seeley 8066
Transmitter Location....2400 West Madison St.
Time on the Air: 6 to 8:30 a.m., 10 to 11 a.m., 2 to 3:30 p.m., 8 to 10 p.m. and 11 to 12 p.m.
News Service .....Transradio and UP
Transcription Service.....Associated Music Publishers

Personnel

President-General Manager.....Gene T. Dyer
Station Manager.....John A. Dyer
Commercial Manager .....M. V. Baker
Sales Promotion Manager....Herbert Rudolph
Program Director.....Dean Remick
Chief Engineer .....William Shunk

•

WHFC

CICERO—EST. 1926

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....WHFC, Inc.
Address.....6138 W. Cermak Road
Phone Number....Lawndale 8228, Cicero 4305
Transmitter Location....6138 W. Cermak Road
Time on the Air: Unlimited license (17 hrs. daily)
News Service.....UP

Personnel

President.....R. W. Hoffman
Manager.....M. E. Clifford
Chief Announcer.....Wm. H. Scott
Chief Engineer.....George M. Ives, Jr.

•

WDAN

DANVILLE—EST. 1938

COLUMBIA BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned By.....Northwestern Publishing Co.
Operated By .....Danville Commercial News
Address .....202 N. Hazel St. (Hotel Wolford)
Phone Number 1700
Transmitter Location .....1500 N. Washington Avenue
Time on the Air.....7 a.m. to 10:15 p.m.
Newspaper Affiliation .....Danville Commercial News
News Service ..... UP
Transcription Service .....Standard Radio
Representative .....J. P. McKinney & Son

Personnel

President and General Manager..E. C. Hewes
Commercial Manager .....Carl Noble
Sales Promotion Manager.....Robert Pace

In Chicagoland There's Only ONE *BEST Buy...



* *Best By Advertisers Tests*
* *Best By Recognized Surveys*
* *Best By Comparative Rate – Check This Against Your Hooper Listings and Rates In Standard Rate and Data*

Write For Full Details!

- 10,000 Pieces of Mail Weekly
- A Host Of Current Advertisers Successes
- Check Your Hooper

WAIT – *Best by Test*

WAIT – 820, Best "SPOT" on The Chicago Radio Dial

670	720	780	820	890
WMAQ	WGN	WBBM	WAIT	WENR-WLS

WAIT – In The Heart Of Chicago's "Intensive Listening Band"

Gene T. Dyer
Management

WAIT

360 North Michigan Avenue
CHICAGO

Represented by
Ray Linton & Co.
New York Chicago

Program Director .....Cody Noble
Production Manager.....Carl Noble
Chief Announcer .....Francis Hourigan
Chief Engineer.....Ted Magin
Publicity Director .....Bette Austin
Musical Director .....Levin Cummins

WSOY

DECATUR—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Commodore Broadcasting, Inc.
Address.....351-357 No. Main St.
Phone Number.....5371-2
Transmitter Location...1891 No. Oakland Ave.
Time on the Air: 6 a.m. to 12:05 a.m.; Sundays, 7:30 a.m. to 12:05 a.m.
Newspaper Affiliation.....Decatur Herald, Decatur Review
News Service.....AP
Transcription Service: Standard Radio; World Broadcasting System
Representative .....Weed & Co.

Personnel

Acting President and General Manager .....Edward Lindsay
Sales Manager.....Charles F. Bruce
War Program Director and Chief Announcer .....E. B. Pennhallegon
Acting Chief Engineer.....Paul Wnorowski

WKBB

EAST DUBUQUE

(See Dubuque, Ia.)

WTMV

EAST ST. LOUIS—EST. 1935

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Mississippi Valley Broadcasting Co., Inc.
Address...Broadview Hotel, 5th and Broadway
Phone Number....East 4390 and Bridge 3424
Transmitter Location.....Broadview Hotel, 5th and Broadway
Time on the Air.....6:30 a.m. to 1 a.m.; Sundays, 7 a.m. to 1 a.m.
News Service.....INS

Personnel

President-General Manager..Carlin S. French
Commercial Manager .....Tom Riggs
Sales Promotion Manager....Michael Henry
Program Director.....Agnes Mites
Publicity Director.....Michael Henry
Musical Director.....William Hart
Chief Announcer .....Bob Terry
Chief Engineer.....Thos. R. McLean

WGIL

GALESBURG—EST. 1938

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Galesburg Broadcasting Co.
Address.....Hill Arcade
Phone Number.....4626 Main
Transmitter Location.....Hill Arcade
Time on the Air.....Unlimited license
News Service.....UP
Transcription Service.....Standard Radio
Representative.....Sears & Ayer

Personnel

General Manager.....Rollin B. Laughner, Jr.

WEBQ

HARRISBURG—EST. 1923

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Harrisburg Broadcasting Company
Address.....100 East Poplar St.
Phone Number.....28
Transmitter Location.....100 East Poplar St.
Time on the Air.....6 a.m. to 10 p.m.
News Service.....UP

Personnel

Station Manager.....I. M. Taylor
Program-Musical Director.....Virginia Crane
Production Manager-Publicity Director Harold Cook
Chief Engineer.....Joseph R. Tate

WJPF

HERRIN—EST. 1940

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Orville W. Lyerla
Address .....Herrin
Phone Number.....382 and 383
Transmitter Location.....Herrin
Time on the Air.....6 a.m. to 10:00 p.m.
News Service.....UP
Transcription Service.....Standard Radio

Personnel

President.....Orville W. Lyerla
Station and Commercial Manager..Charles R. Cook
Production Manager .....Jeanne Schrantz
Chief Announcer.....Doug Hadley

WLDS

JACKSONVILLE—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1180 Kc.....Power: 250 Watts
Owned-Operated By.....Stephenson, Edge & Korsmeyer
Address .....Fox-Illinois Theater Bldg.
Phone Number.....1180
Transmitter Location.....1½ miles east of Jacksonville
Time on the Air.....Daytime license
News Service.....UP
Transcription Service.....Standard Radio

Personnel

General Manager .....E. J. Korsmeyer

•

WCLS

JOLIET—EST. 1923

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....WCLS, Inc.
Address .....601 Walnut St.
Phone Number.....Joliet 4761
Transmitter Location.....Joliet
Time on the Air.....Unlimited
Transcription Service.....Associated Music Publishers

Personnel

President.....Walter Ashe
Station Manager.....Robert M. Holt
Commercial Mgr.....Ray Fay
Program Director .....Jim Mitchell
Production Mgr.....Jack Swart
Chief Announcer .....Chris Gebert
Chief Engineer .....Lester DeCosta

•

WMBD

PEORIA—EST. 1927

COLUMBIA BROADCASTING SYSTEM

Frequency: 1470 Kc....Power: 5000 d.; 1000 n.
Owned-Operated By.....Peoria Broadcasting Company
Address.....200 Alliance Life Bldg.
Phone Number.....7133
Transmitter Location.....Highway No. 29, halfway between Peoria and Pekin
Time on the Air: 5:30 a.m. to 1:00 a.m.; Sundays, 8 a.m. to 1:00 a.m.
News Service.....UP
Transcription Service.....World Broadcasting System
Representative.....Free & Peters, Inc.

Personnel

President and Manager.....Edgar L. Bill
Sales Manager .....Hugh K. Boice, Jr.
Promotion Manager .....James Kyler
Program Director.....Vernon Nolte
Publicity Director .....James Kyler
Chief Announcer .....Ed Cooper
War Program Director.....Fred Leo
Artists Bureau .....Wayne West
Musical Director.....Harould Osborne
Chief Engineer.....Ted Giles

•

WTAD

QUINCY—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 930 Kc.....Power: 1000 Watts
Owned-Operated By.....Illinois Broadcasting Corp.
Address.....W.C.U. Bldg., 510 Main St.
Phone Number.....6200
Transmitter Location.....Quincy Gardens
Time on the Air:.....5:45 a.m. to 11:30 p.m.
News Service.....AP; UP
Transcription Service .....Associated Music Publishers, Lang-Worth
Representative.....The Katz Agency

Personnel

President.....W. Emery Lancaster
General Manager.....C. Arthur Fifer
Commercial Manager.....W. J. Rothschild
Program Director .....Gerard Driscoll
Traffic Director.....Zoula Gatewood
Musical Director.....Edythe Raye
Chief Engineer.....Francis Wentura

PA SET THE PACE THREE YEARS AGO

With the first, regular 24-hour radio news wire

WROK

ROCKFORD—EST. 1923

BLUE NETWORK

Frequency: 1440 Kc.....Power: 1000 d. 500 n.
Owned-Operated By....Rockford Broadcasters, Inc.
Address.....News Tower
Phone Number.....Main 5632
Transmitter Location.....Kilburn Ave. Rd.
Time on the Air.....6 a.m. to midnight; Sundays, 8:00 a.m. to 12 Midnight
Newspaper Affiliation.....Rockford Morning Star, Rockford Register Republic
News Service.....UP
Transcription Service.....Standard Radio
Representative.....Headley-Reed Co.

Personnel

President.....Ruth Hanna Simms
Managing Director.....James Rodgers
General Manager.....Walter Koessler
Commercial Manager .....John J. Dixon
Sales Promotion and Publicity Manager .....William R. Traum
Program Director .....Maurice P. Owens
Musical Director.....Lorna Lane
Chief Engineer.....Thomas C. Cameron
Record Master of Ceremony....Norman Paul

WHBF

ROCK ISLAND—EST. 1925

MUTUAL BROADCASTING SYSTEM

Frequency: 1270 Kc.....Power: 5000 Watts
Owned-Operated By.....Rock Island Broadcasting Co.
Business Address.....1800 Third Ave.
Phone Number.....917, 918 and 919
Studio Addresses...1800 Third Ave., Fifth Ave. Bldg., Moline; Orpheum Theater, Davenport.
Transmitter Location.....23rd Ave. and 52 St., Moline, Ill.
Time on the Air.....6 a.m. to 1:00 a.m.; Sundays, 8 a.m. to 1:00 a.m.
Newspaper Affiliation..The Rock Island Argus
News Service.....AP, UP
Transcription Service.....Standard Radio, Lang-Worth
Representative...Howard H. Wilson Company



Personnel

President.....John W. Potter
Vice-President-General Manager..L. C. Johnson
Sales Manager .....Maurice Corken
Publicity Director .....Francis J. Kennedy
Ass't Program Director.....Forest W. Cooke
Sales Promotion Manager.....Ted Arnold
Chief Engineer.....R. J. Sinne

•

WCBS

SPRINGFIELD—EST. 1922

BLUE NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Operated By.....WCBS, Inc.
Address.....523 E. Capital
Phone Number.....9855
Transmitter Location.....2200 S. 6th
Time on the Air.....18 hrs. daily
Newspaper Affiliation ....Illinois State Journal
News Service.....AP
Representative.....Sears & Ayer, Inc.

Personnel

President and Chief Engineer .....Harold L. Dewing
Station and Commercial Manager .....Carroll W. Neeld
Program Director .....John C. Geil
Sales Promotion-Publicity Director Carroll W. Neeld
Musical Director.....John Geil
Chief Announcer .....Roger Patrick

•

WTAX

SPRINGFIELD—EST. 1930

COLUMBIA BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 100 Watts
Owned-Operated By.....WTAX, Inc.
Business Address .....117-119 S. 5th
Phone Number.....2-4441
Studio Address.....117-119 S. 5th St.
Transmitter Location.....117-119 S. 5th St.
Time on the Air: 6:00 a.m. to 12:05 a.m.; Sundays, 7:00 a.m. to 12:05 a.m.
News Service.....UP
Transcription Service.....Associated Music Publishers
Representative .....Weed & Co.

Personnel

President and Manager.....Jay A. Johnson
Program Director.....Gladys McGrew
Chief Engineer .....Eli Swaringen

•

WDZ

TUSCOLA—EST. 1921

Frequency: 1050 Kc.....Power: 1000 Watts
Owned-Operated By.....WDZ Broadcasting Company
Address.....Star Building
Phone Number.....98 and 153
Transmitter Location.....Intersection of U. S. Highways 36 and 45
Time on the Air.....Daytime license
Transcription Service.....Lang-Worth
Representative.....Howard H. Wilson Co.

Personnel

Station Manager .....Walter C. Schafer

•

WILL

URBANA—EST. 1922

Frequency: 580 Kc.....Power: 5000 W.
Owned-Operated By.....University of Illinois
Business Address.....Urbana
Phone Number.....7-2400 and 7-2616
Studio Address .....1010 S. Wright St.
Transmitter Location.....1 mile south on First St. Road, Champaign, Ill.
Time on the Air.....7:00 a.m. to local sunset
News Service.....AP

Personnel

President .....Jos. F. Wright
Program Director.....Frank E. Schooley
Publicity Director.....Art Wildhagen
Chief Announcer.....Paul Bolman
Musical Director.....Lanson F. Demming
Production Director.....Nat H. Erwin
Chief Engineer.....A. James Ebel

(Non-Commercial Station)

Telescripts,

Available only on the special AP radio news wire, are provided without additional cost to affiliated stations.

INDIANA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

WHBU

ANDERSON—EST. 1922

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Anderson Broadcasting Corp.
Business Address.....Citizens Bank Bldg.
Phone Number.....7791
Studio Address.....1110 Meridian St.
Transmitter Location.....1110 Meridian St.
Time on the Air: 7:15 a.m. to 7:30 p.m.; Sundays, 7:45 a.m. to 10:30 p.m.
News Service.....UP
Transcription Service.....Standard Radio
Representative.....Hal Holman Co.

Personnel

President-General Manager.....L. M. Kennett
Commercial Manager.....John R. Atkinson
Chief Engineer.....L. F. Podhaski

WTRC

ELKHART—EST. 1931

BLUE NETWORK
KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.Truth Publishing Co., Inc.
Address.....Hotel Elkhart
Phone Number.....948
Transmitter Location....Oakland Avenue and Mishawaka Road
Time on the Air.....7 a.m. to 9 p.m.
Newspaper Affiliation....Elkhart Daily Truth
News Service.....UP
Transcription Service...World; Standard Radio
Representative.....Burn-Smith Company, Inc.

Personnel

President.....C. D. Greenleaf
General Manager.....R. R. Baker
Commercial Manager.....Paul Upson
Program-Musical Director.....Margaret Ward
Chief Announcer.....V. V. Swartz
Chief Engineer.....Lester Zellmer

WEOA

EVANSVILLE—EST. 1936

COLUMBIA BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Evansville On The Air, Inc.
Address.....519 Vine St.
Phone Number.....2-1171
Transmitter Location.....Evansville
Time on the Air.....6 a.m. to midnight
News Service.....UP
Transcription Service.....World Broadcasting System and Standard
Representative.....Weed & Co.

Personnel

President and General Manager.....Clarence Leich
Commercial and Sales Promotion Manager.....Guy Crecelius
Program and Production Director.....Pat Roper
Publicity Director.....Clarence Leich
Chief Engineer.....Erwin Schoeny

WGBF

EVANSVILLE—EST. 1925

NATIONAL BROADCASTING CO.
BLUE NETWORK

Frequency: 1280 Kc...Power: 5000 d.; 1000 n.
Owned-Operated By.....Evansville On The Air, Inc.
Address.....519 Vine St.
Phone Number.....2-1171
Transmitter Location.....Evansville
Time on the Air.....6 a.m. to midnight
News Service.....UP
Transcription Service....World Broadcasting System and Standard
Representative.....Weed & Co.

Personnel

President-General Manager....Clarence Leich
Commercial and Sales Promotion Manager.....Guy Crecelius
Program and Production Director.....Pat Roper
Chief Engineer.....Fay Gehres

WGL

FORT WAYNE—EST. 1924

NATIONAL BROADCASTING CO.

Frequency: 1450 Kc.....Power: 250 Watts
Owned By:
Westinghouse Electric and Mfg. Co.
Operated By.Westinghouse Radio Stations, Inc.
Business Address.....925 So. Harrison St.
Phone Number.....A-2135
Transmitter Location.....925 So. Harrison St.
Time on the Air.....6:30 a.m. to 12:30 a.m.
News Service.....UP
Transcription Service....World Broadcasting; Standard Radio
Representative.....NBC Spot Sales

Personnel

Vice-President.....Walter Evans
Station Manager.....J. B. Conley
Commercial Manager.....Paul E. Mills
Sales Promotion Mgr.....Earl W. Malone
Program Director.....Eldon Campbell
Director of War Programs....Carl Vandagrift



NO. 48 MONUMENT CIRCLE
HOME ADDRESS OF INDIANA'S
MOST POPULAR RADIO PROGRAMS

THERE WILL COME A DAY . . . maybe in 1944 . . . Victory . . . Peace . . . Conversion . . . Conversion to peacetime, civilian production . . . Following the battle of nations will come the battle of brands . . . Selling will return to a competitive basis again . . . Sales campaigns will take the place of military campaigns . . . There will be new developments to exploit . . . "two-fisted" selling campaigns will replace the wartime, institutional copy we've become so accustomed to these past months . . . Potential possibilities in the postwar era will be enormous.

WFBM — Indiana's first radio station — stands ready to serve you in the Indianapolis — and surrounding market.

WFBM
INDIANAPOLIS

CBS

REPRESENTED NATIONALLY BY THE KATZ AGENCY

Production Director.....Fred Freeland
Publicity Director .....Larry Frommer
Chief Announcer.....J. Howard Ackley
Musical Director .....Guy Fitzsimmons
Chief Engineer .....Bruce Ratts

•

WOWO

FORT WAYNE—EST. 1925

BLUE NETWORK

Frequency: 1190 Kc.....Power: 10,000 Watts
Owned By...Westinghouse Electric & Mfg. Co.
Operated By.Westinghouse Radio Stations, Inc.
Address.....925 So. Harrison St.
Phone Number.....A-2136
Transmitter Location.....Routes 30 and 33 (Junction)
Time on the Air.....5 a.m. to 1 a.m.
News Service.....UP
Transcription Services....World Broadcasting; Standard Radio
Representative.....National Broadcasting Co.

Personnel

Vice-President.....Walter Evans
Station Manager.....J. B. Conley
Commercial Manager.....Paul E. Mills
Auditor.....Kenneth Foellinger
Program Director.....Eldon Campbell
Production Manager.....Carl Vandagrift
Publicity Director.....L. J. Frommer
Sales Promotion Mgr.....E. W. Malone
Chief Announcer.....J. Howard Ackley
Continuity Supervisor .....Miss Hilda C. Woehrmeyer
Musical Director .....Guy Fitzsimmons
Chief Engineer .....Bruce Ratts

•

WIND

GARY—EST. 1927

CBS

Frequency: 560 Kc.....Power: 5,000 Watts
Owned-Operated By..... Johnson-Kennedy Radio Corp.
Business Address.....504 Broadway; 230 N. Michigan Blvd., Chicago
Phone Number.....Gary 9191; Chicago: State 4176
Studio Addresses.....504 Broadway; 230 N. Michigan Blvd., Chicago
Transmitter Location.....Black Oak, Indiana
Time on the Air.....24 hours daily
News Service.....AP; INS
Transcription Service..... Lang-Worth
National Sales Office Address.. 230 N. Michigan Blvd., Chicago, Ill.
Representative.....John E. Pearson Co.

Personnel

President .....Ralph L. Atlass
Manager.....Dee O. Coe
Sales Manager.....John T. Carey
Sales Promotion Manager.....C. Don Ioset
Program Director.....Fred Willson
Publicity Director.....Fred Reed
Continuity Director.....Florence Folsom
Director of War Programs....Joan MacDougall
Musical Director.....Reba Jane Chapman
Chief Engineer.....Victor H. Voss
Record MC.....Russ Widoe

(See Page 413)

•

WJOB

HAMMOND—EST. 1924

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By... Adair-Richardson-Adair
Address.....449 State St.
Phone Number.....Hammond 9800
Transmitter Location.....449 State St.
Time on the Air.....7 a.m. to 11 p.m.
News Service..... UP
Representative.....Cox & Tanz

Personnel

Station Manager.....O. E. Richardson
Commercial Manager.....Robert C. Adair
Sales Promotion Manager....Stanley C. Davis
Program Director.....Sam Weller
Chief Announcer and Production Manager .....Charles Sharpless
Musical Director.....J. Gibbs Spring
Chief Engineer .....Stanley Strasburg
Record MC .....Margaret Frye

•

WFBM

INDIANAPOLIS—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 1260 Kc.....Power: 5000 Watts
Owned-Operated By.....WFBM, Inc.
Address ..... 48 Monument Circle
Phone Number.....LIncoln 8506
Transmitter Location.....2 miles northeast of Millersville, Indiana
Time on the Air.....6 a.m. to 12:05 a.m.; Sundays, 7:00 a.m. to 12:05 a.m.
News Service.....AP; INS
Transcription Service.....Associated Music Publishers
Representative.....The Katz Agency

Personnel

President .....H. M. Bitner, Sr.
Station Manager.....Frank O. Sharp
Commercial Manager....William F. Kiley, Jr.
Sales Promotion Mgr.....Edward Schneider
Chief Announcer.....Lyell Ludwig
Program Director.....Mrs. Jean Bitner
Publicity Director .....Don Menke
Musical Director.....Walter H. Reuleaux
Chief Engineer.....Harold Holland
Record MC.....Sam K. Sims

WIBC

INDIANAPOLIS—EST. 1938

MUTUAL BROADCASTING SYSTEM

Frequency: 1070 Kc...Power: 5000 d.; 1000 n.; (C. P. 5000 n.)
Owned-Operated By.....Indiana Broadcasting Corp.
Address.....Indianapolis Athletic Club
Phone Number .....Riley 2305
Transmitter Location.....Northwest of Indianapolis
Time on the Air.....5 a.m. to 12 midnight
News Service.....AP, UP
Transcription Service.....NBC Thesaurus and Lang-Worth
Representative .....John Blair & Co.

Personnel

President.....H. G. Wall
General and Commercial Mgr...O. J. Kelchner
Sales Promotion Mgr.....Byron Taggert
Program Director and Publicity Manager.....Bert Julian
Production Manager.....Byron Taggert
Musical Director .....Lester Huff
Chief Announcer.....Howard Carlson
Traffic Manager.....Jane Day
Chief Engineer.....Harry Adams

WIRE

INDIANAPOLIS—EST. 1926

NATIONAL BROADCASTING CO.

Frequency: 1430 Kc.....Power: 5000 Watts
Owned-Operated By ....Indianapolis Broadcasting, Inc.
Address .....Claypool Hotel
Phone Number .... Riley 1541-2-3-4
Transmitter Location.....44th & Ralston Road
Time on the Air.....6:30 a.m. to midnight
News Service..... AP; UP
Transcription Service....World Broadcasting, Lang-Worth
Representative.....John E. Pearson Co.

Personnel

President.....Eugene C. Pulliam
Commercial Manager.....Rex Schepp
Program Director.....Bill Dean
Musical Director.....Harry Bason
Chief Engineer.....Eugene E. Alden

The FAVORITE In Indianapolis

In a market which is serviced by more than one radio station, there's certain to be some Division of Listeners. Of course, this complicates the time-buying job, so let's get some facts straight.

How about Indianapolis? Well, there are four good local stations, all network outlets. This doesn't mean, however, that you can get one fourth of all the listeners on *any* station. It isn't *that* simple. One station of the four gets MOST of the listeners primarily because it has MOST of the really top-ranking programs, local and network.

We believe firmly that good programming, network AND local, have made WIRE the *favorite* station for Indianapolis listeners. Certainly NBC Programs are rated tops—*in any survey*. Some of the many local studio programs which originate at WIRE rate even higher. Yes, WIRE leads in Indianapolis.

WIRE

BASIC NBC NETWORK
JOHN E. PEARSON CO., *Representatives*
Chicago • 360 N. Michigan Avenue • FRanklin 2359
New York • 250 Park Avenue • PLaza 8-2255

WISH

INDIANAPOLIS—EST. 1941

BLUE NETWORK

Frequency: 1310 Kc...Power: 5000 d.; 1000 n.
Owned-Operated By.....Capitol Broadcasting Corporation
Address.....Board of Trade Building
Phone Number.....Market 6345
Transmitter Location....Post Road and Rawls Ave.
Time on the Air.....6 a.m. to 1 a.m.
News Service..... AP
Transcription Service.....Standard Radio
Representative .....Free & Peters, Inc.

Personnel

President-Gen. Manager...C. Bruce McConnell
Commercial and Sales Promotion Manager.....Robert E. Bausman
Program Director.....Felix D. Adams
Musical Director.....Margaret Pryce
Chief Engineer.....Stokes Gresham, Jr.

•

WKMO

KOKOMO—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By .....Kokomo Broadcasting Co.
Address .....400 North Main St.
Phone Number 5171
Transmitter Location .....Kokomo
Time on the Air.....Unlimited license
Transcription Service .....Lang-Worth
Representative ..... Cox & Tanz

Personnel

President.....Dr. R. Spencer Taylor
General and Sales Mgr.....John Carl Jeffrey
Program and Production Director.....Chester Behrman
Director of Educational and Women's Programs.....Marion Ellis
Chief Announcer and Record MC.....Gerry Parker
Chief Engineer .....George Palmer

•

WASK

LAFAYETTE—EST. 1942

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By..... WFAM, Inc.
Business Address .....Lafayette
Studio Address.....Wallace Bldg.
Transmitter Location.....No. River Road, West Lafayette
Time on the Air.....6 a.m. to 11 p.m.
News Service.....AP

Personnel

President.....O. E. Richardson
Station and Sales Manager....J. Gibbs Spring
Program Director.....Bayne Spring
Chief Announcer.....William Warren
Chief Engineer .....Harry C. Garba

•

WLBC

MUNCIE—EST. 1926

COLUMBIA BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Donald A. Burton
Business Address.....P. O. Box 271
Phone Number..... 4403
Transmitter Location: Radio Center, U. S. Highway No. 35, So. of Muncie
Time on the Air.....6:30 a.m. to 12:10 a.m.
News Service..... UP
Transcription Service.....Standard Radio
Representative.....Hal Holman Co.

Personnel

Owner-Station Manager.....Donald A. Burton
Commercial Manager.....Wm. F. Craig
Production Manager.....Hugh Harling
Musical Director.....June Johnson
Chief Engineer..... Maurice Crain
Director of War Programs.....Don Russell

•

WGRC

NEW ALBANY (LOUISVILLE, KY.) EST. 1936

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.. Northside Broadcasting Corp.
Business Address: Kentucky Home Life Bldg.; Louisville, Ky.
Phone .....Wabash 8871
Studio Addresses: Kentucky Home Life Bldg., Louisville, Ky., and Elsby Bldg., New Albany, Ind.
Transmitter Location: Preston and Woodbine Streets, Louisville, Ky.
Time on the Air.....6 a.m. to midnight
News Service .....AP
Transcription Service..... Standard Radio; Associated Music Publishers; Lang-Worth
Representative Burn-Smith Co.

Personnel

President and Commercial Mgr..J. Porter Smith
Station Manager.....Charles L. Harris
Secretary and Treasurer and General Council.....C. E. Schindler

Sales Promotion and Publicity Manager.....Harry Hunter
Production Manager.....Ward Hatcher
Musical Director.....Charles Hurta
Chief Engineer.....Perry Esten

•

W K B V

RICHMOND—EST. 1926

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 100 Watts
Owned-Operated By.....Knox Radio Corp.
Address.....225 N. 8th St.
Phone Number..... 1434
Transmitter Location.....North Richmond
Time on the Air.....Unlimited License
Transcription Service: Lang-Worth; Keystone

Personnel

President.....J. Robert Quigg
General Manager.....G. F. Albright

•

W S B T

SOUTH BEND—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 960 Kc.....Power: 1000 Watts
Owned-Operated By.....South Bend Tribune
Address.....225 W. Colfax Ave.
Phone Number..... 3-6161
Transmitter Location: 5 miles south of South Bend on Ironwood Road
Time on the Air: 6:30 a.m. to 12 midnight; Sundays, 8 a.m. to 11:15 p.m.
Newspaper Affiliation....South Bend Tribune
News Service..... UP
Transcription Service..Lang-Worth; Associated
Representative..... Paul H. Raymer Co.

Personnel

President .....F. A. Miller
Station Manager.....Franklin D. Schurz
Commercial Manager.....R. H. Swintz
Program Director-Chief Announcer .....Marc Boyden
Publicity Director.....Neal B. Welch
Musical Director.....Harlan Hogan
Chief Engineer.....H. G. Cole

•

W B O W

TERRE HAUTE—EST. 1925

BLUE NETWORK
NATIONAL BROADCASTING CO.

Frequency: 1230 Kc.....Power: 250 Watts
Owned By.....Banks of the Wabash, Inc.
Operated By.....George M. Jackson
Address .....303 South Sixth Street
Phone Number.....Crawford 3394
Transmitter.....First St. and Peyton Ave.
Time on the Air....6:45 a.m. to 12 midnight
Newspaper Affiliation.....Saturday Spectator
News Service..... UP
Transcription Service.....Standard Radio; Lang-Worth
Representative..... Weed & Company

Personnel

President .....Alvin Eades
General Manager.....George M. Jackson
Sales Promotion.....Jill Girrard
Program and Production Director...Leo Baxter
Chief Announcer.....Harry Frey
Chief Engineer.....Don Aldrich

•

W A O V

VINCENNES—EST. 1940

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By ..Vincennes Newspapers, Inc.
Studio Address.....Grand Hotel
Business Address.....320 Busseron St.
Phone Number..... 787-788
Transmitter Location: US 41, north of Vincennes
Time on the Air.....6 a.m. to 10 p.m.
Newspaper Affiliation .....Vincennes Sun-Commercial
News Service..... UP
Transcription Service.....Lang-Worth, World
Representative.....John E. Pearson Co.

Personnel

Vice-President-General Manager .....Howard N. Greenlee
Station Promotion Manager....Victor H. Lund
Commercial Manager.....Richard B. Harris
Program Director-Production Manager .....Emmett Jackson
Chief Announcer.....Neal Van Ells
Chief Engineer .....Gordon Nutty

•

W B A A

WEST LAFAYETTE—EST. 1922

Frequency: 920 Kc...Power: 5000 d.; 1000 n.
Owned-Operated By.....Purdue University
Address.....Hall of Music, West Lafayette
Phone Number..... 6076
Transmitter Location.....6 miles south of Lafayette
Time on the Air.....10:30 a.m. to 10 p.m.
News Service..... AP
Transcription Service.....Standard Radio

Personnel

Business Manager.....John W. Ditamore
Director.....Gilbert D. Williams
Production Manager.....Mrs. C. H. Wahl
Chief Engineers...Bill McCown, Charles Lester

IOWA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

WOI

AMES—EST. 1921 (9YI)

BLUE NETWORK

Frequency: 640 Kc.....Power: 5000 Watts
Owned By.....Iowa State College
Operated By.....Agricultural Extension and Engineering Extension
Address .....Service Building
Phone Number .....2500; Extension 281
Transmitter Location .....Service Building
Time on the Air..Local sunrise to local sunset
News Service.....AP
Transcription Service .....Standard Radio

Personnel

President (of Iowa State College): Charles E. Friley
Station Manager.....W. I. Griffiths
Program Director and Production Manager.....Edward Wegener
Publicity Director .....R. W. Beckman
Chief Announcer.....Keith Mullenger
News Editor .....Robert Ferri
Dramatic Editor .....Sid Stone
Musical Director .....Edward Wegener
Market Editor.....R. C. Bentley
Chief Engineer .....L. L. Lewis
Farm Editor.....C. R. Elder
Woman's Editor.....Mrs. Eleanor Wilkins
Record MC.....Verne Carlsen

(Non-Commercial Station)

•

KFGQ

BOONE—EST. 1927

Frequency: 1260 Kc. .....Power: 250 Watts
Owned-Operated By..Boone Biblical College
Business Address....924 West Second Street
Phone Number 1119-W
Transmitter Location.....924 West Second St.
Time on the Air.....Daytime License

Personnel

Manager..... Lois Crawford
Chief Announcer.....Anne Reiffenstein
Musical Director.....Opal Hartung
War Program Director.....Josephine Griffin
Chief Engineer.....Paul R. Huntsinger

(Non-Commercial Station)

•

KBUR

BURLINGTON—EST. 1941

BLUE NETWORK

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By..Burlington Broadcasting Co.
Address.....National Bank Bldg.
Phone Numbers.....680; 681
Transmitter Location.....National Bank Bldg.
Time on the Air.....16½ hours
News Service.....UP
Transcription Service.....Standard Radio
Representative.....William G. Rambeau Co.

Personnel

President-General Manager..G. B. McDermott
Commercial Manager.....Gordon Downey
Sales Promotion Mgr.....G. B. McDermott
Program Publicity Director.....Mary Mangold
Production Manager.....Walter Stone
War Program Director.....Mary Mangold
Chief Announcer .....Ray Bennett
Chief Engineer .....Bob Busch
Record MC.....Dick Mosena

•

WMT

CEDAR RAPIDS, WATERLOO—EST. 1922

CBS

THE COWLES GROUP

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Operated By.....Iowa Broadcasting Company
Addresses: Paramount Bldg., Cedar Rapids; Russell Lamson Hotel, Waterloo
Phone Numbers: 6127 (Cedar Rapids); 3618 (Waterloo)
Transmitter Location.....Marion, Iowa
Time on the Air: 5:30 a.m. to 12 midnight; Sundays, 7 a.m. to 12 midnight
Newspaper Affiliation....Des Moines Register and Tribune
News Services.....AP; UP
Transcription Service: Lang-Worth, World Broadcasting System, BMI
Representative .....The Katz Agency

Personnel

President.....Gardner Cowles, Jr.
Exec. V.-P. and General Manager.....S. D. Quarton
Commercial Manager, W. B. Quarton (Cedar Rapids) Don Inman (Waterloo)
Merchandising Manager.....Leo F. Cole
Program Director....Ralph J. Rowe (Waterloo)
Production Manager-Chief Announcer .....Benne Alter
Farm Editor.....Andrew G. Woolfries
Musical Director.....Maureen Canavan
Chief Engineer.....Paul M. Palmer

•

KROS

CLINTON—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Clinton Broadcasting Corp.

Business Address.....Jacobsen Bldg.
Phone Number 448
Studio Address.....Jacobsen Bldg.
Transmitter Location.....Jacobsen Bldg.
Time on the Air.....Unlimited License
News Service..... UP
Transcription Service.....Standard Radio
Representative.....Hal Holman Co.

Personnel

Owner.....W. S. Jacobsen
General and Commercial Mgr..Morgan Sexton
Program Director.....Lucille DeLeers
War Program Director.....Lucille DeLeers
Chief Engineer.....Gilbert Andrew

•

WOC

DAVENPORT—EST. 1921

BLUE NETWORK

Frequency: 1420 Kc.....Power: 5000 Watts
Owned-Operated By.....Tri-City Broadcasting Company
Address.....1002 Brady Street
Phone Number 3-3661
Transmitter Location.....R.R No. 1
Time on the Air: 18 hours daily; 16 hours (Sunday)
News Service ..... UP
Transcription Service .....World
Representative.....Free & Peters, Inc.

Personnel

President .....Col. B. J. Palmer
General Manager.....J. Buryl Lottridge
Commercial Manager.....L. O. Fitzgibbons
Sales Promotion and Publicity Manager .....Jane Boom
Program Director .....Phil Patton
Musical Director.....George Sontag
Chief Announcer .....Clark Hayden
Chief Engineer.....Charles Rayburn

•

KWLC

DECORAH—EST. 1926

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Luther College
Business Address...600 Leiv Eiriksson Drive
Phone Number..... 690
Studio Address.....C. K. Preus Gymnasium
Transmitter Location..C. K. Preus Gymnasium
Time on the Air ..Operating four hours daily for the duration

Personnel

President (of Luther College)..Dr. O. J. H. Preus
Station Manager and Program Director.....Kenneth L. Berger
Publicity Director.....Ruth Kalnes
Musical Director.....Helen Trilhus
Chief Announcer .....Olive Sharpee
Chief Engineer and Production Manager.....O. M. Eittrim
Director of War Programs.....Mary Margaret Roberts
(Non-Commercial Station)

•

KRNT

DES MOINES—EST. 1935

CBS—THE COWLES STATIONS

Frequency: 1350 Kc. .....Power: 5000 Watts
Owned-Operated By.....Iowa Broadcasting Company
Address.....715 Locust St.
Phone Number..... 3-2111
Transmitter Location.....S. E. 22nd & Park Ave.
Time on the Air: 6:00 a.m. to 12 midnight; Sundays, 7:30 a.m. to 12 midnight
Newspaper Affiliation..Des Moines Register and Tribune
News Service .....AP; UP
Transcription Service.....Standard Radio, Lang-Worth
Representative .....The Katz Agency

Personnel

President .....Gardner Cowles, Jr.
General and Commercial Manager.....Craig Lawrence
Program Director .....Ed Linehan
Director of War Programs...W. Lyle Flanagan
Sales Promotion Manager.....John Drake
Publicity Director .....Mary Little
Production Manager and Musical Director .....Eddie Truman
Chief Engineer.....Paul Huntsinger
Record MC.....Dan Lawrence

•

KSO

DES MOINES—EST. 1921

BLUE NETWORK—MBS—
THE COWLES STATIONS

Frequency: 1460 Kc.....Power: 5000 Watts
Owned-Operated By.....Iowa Broadcasting Company
Address.....715 Locust Street
Phone Number..... 3-2111
Transmitter Location.....S.E. 22nd & Park Avenue
Time on the Air: 6 a.m. to 1 a.m.; Sundays, 7:30 a.m. to 1 a.m.
Newspaper Affiliation..Des Moines Register and Tribune
News Service.....AP; UP
Transcription Service.....Standard Radio; Lang-Worth
Representative.....The Katz Agency

Personnel

President.....Gardner Cowles, Jr.
General and Commercial Manager.....Craig Lawrence

Program Director.....Ed Linehan
Director of War Programs...W. Lyle Flanagan
Sales Promotion Manager.....John Drake
Publicity Director.....Mary Little
Production Manager and Musical Director .....Eddie Truman
Chief Engineer.....Paul Huntsinger
Record MC .....Dan Lawrence

WHO

DES MOINES—EST. 1924

NBC

Frequency: 1040 Kc.....Power: 50000 Watts
Owned-Operated By..Central Broadcasting Co.
Business Address.....914 Walnut St.
Phone Number.....3-7147
Transmitter Location.....Mitchellville, Iowa
Time on the Air.....5:30 a.m. to 12:30 a.m.
News Services.....INS; UP
Transcription Services.....NBC Thesaurus; Lang-Worth
Representative.....Free & Peters, Inc.

Personnel

President.....B. J. Palmer
V-P & Station Manager.....J. O. Maland
Sales Manager.....Hale Bondurant
Merchandising Director.....Harold Fulton
Publicity Director.....Woody Woods
Production Mgr.....Jack Kerrigan
Program Director.....Harold Fair
Public Relations Director.....Ralph Evans
Musical Director.....Don Hovey
Technical Director.....Paul A. Loyet

KDTH

DUBUQUE—EST. 1941

MUTUAL BROADCASTING SYSTEM

Frequency: 1370 Kc.....Power: 1000 Watts
Owned By.....Telegraph-Herald
Operated By .....K. S. Gordon
Address.....8th and Bluff
Phone Number.....1603
Transmitter Location.....East Dubuque, Ill.
Time on the Air.....Unlimited license
Newspaper Affiliation.....Telegraph-Herald
News Service.....AP
Transcription Services.....Langworth; Standard Radio
Representative.....John Pearson

Personnel

President.....Fred Woodward
Station Manager.....K. S. Gordon
Commercial Manager.....W. J. Binkley
Program Director .....Arnie Stierman
Chief Engineer.....Stan Beck

WKBB

DUBUQUE—EST. 1933

BLUE NETWORK

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Dubuque Broadcasting Co.
Address.....Hotel Julien
Phone Number.....572
Transmitter Location...R. R. No.2, Dubuque, Iowa
Time on the Air.....6:30 a.m. to 12 Midnight; Sundays, 7 a.m. to 12 Midnight
News Service.....INS
Transcription Service.....Associated Music Publishers
Representative .....Burn-Smith Co., Inc.

Personnel

Vice President and Station Manager .....James D. Carpenter
Program Director and Production Manager .....Jeanne Wiedner
Chief Announcer and Director of War Programs.....L. Vaughn Gayman
Musical Director.....Ethel M. Carpenter
Chief Engineer.....Leonard Carlson

KVFD

FORT DODGE—EST. 1939

MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Northwest Broadcasting Co.
Address.....912 First Ave. South; Warden Bldg.
Phone Number.....Walnut 3761
Transmitter Location.....Fort Dodge RFD
Time on the Air.....6 a.m. to Midnight
News Service.....UP
Representative.....Burn-Smith Co.

Personnel

President-General and Commercial Manager .....Edward Breen
Program Director and Production Manager .....Drexel Peterson
Chief Announcer .....Melvin Daughters
Musical Director .....Betty Condon
Chief Engineer.....Dave Sinclair

WSUI

IOWA CITY—EST. 1919

Frequency: 910 Kc.....Power: 5000 Watts
Owned-Operated By..The State University of Iowa
Address .....Iowa City
Phone Number.....2111-237
Transmitter Location.....Two miles west of Iowa City
Time on the Air.....8 a.m. to 10 p.m.
News Service.....AP

• • • IOWA • • •

Personnel

Station Director.....Carl H. Menzer
Program Director.....Pearl B. Broxam
Chief Engineer.....S. J. Ebert
(Non-Commercial Station)

•

K F J B

MARSHALLTOWN—EST. 1923

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Marshall Electric Company
Address.....1603 West Main Street
Phone Number..... 3361
Transmitter Location: 2 miles northwest of Marshalltown
Time on the Air: 6 a.m. to 10 p.m.; Sundays, 11 a.m. to 7:00 p.m.
News Service ..... UP
Representative.....The Walker Company

Personnel

President and Station Manager....Earl Peak
Program Director.....O. L. Russell
Musical Director .....Thelma LaValley
Chief Engineer .....W. Cole Tillotson

•

K G L O

MASON CITY—EST. 1937

COLUMBIA BROADCASTING SYSTEM

Frequency: 1300 Kc.....Power: 5000 Watts
Owned-Operated By.... Mason City Globe Gazette Co.
Address.....200 North Federal Avenue
Phone Number 2800
Transmitter Location.....Highway 18, west of Mason City
Time on the Air.....6 a.m. to 12 p.m.
Newspaper Affiliation....Mason City Globe Gazette
News Service..... AP; UP
Transcription Service .....Standard Lang-Worth
Representative ..... Weed & Co.

Personnel

Station Manager.....F. C. Eighmey
Commercial Manager.....Herbert Ohrt
Program Director.....Merritt Milligan
Publicity Director.....Wade Patterson
Chief Engineer.....Roger Sawyer

•

K B I Z

OTTUMWA—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....J. D. Falvey
Address.....117 E. Main St.
Phone Number.....5600
Transmitter Location.....Community Gardens

TELESCRIPTS

widely sponsored, are available only on the special AP *radio news wire*

Time on the Air.....6:45 a.m. to 10:00 p.m.
News Service.....UP
Transcription Service....Lang-Worth; Keystone

Personnel

President-Owner .....J. D. "Jack" Falvey
General Manager .....Em Owen
Program Director .....Charles Norman
Director of War Programs .Florence N. Hanson
Musical Director .....Robert Carlson
Publicity Director .....Phyllis Pelletier
Chief Announcer.....Roy Dawson
Chief Engineer .....Alvin Johnson

•

K F N F

SHENANDOAH—EST 1924

Frequency: 920 Kc.....Power: 1000 d., 500 n.
Owned-Operated By.....KFNF, Inc.
Address.....407 Sycamore St.
Phone Number 1
Transmitter Location .....Shenandoah
Time on the Air: 6 a.m. to 3 p.m. and 6 p.m. to 10 p.m.
News Service.....AP
Transcription Service.....Standard Radio

Personnel

President.....Henry Field
Station-Commercial Manager.....T. F. Stubbs
Musical Director.....Perry Douthit
Chief Announcer.....Gleason Kistler
War Program Director.....Shirley Barkman
Chief Engineer.....Earl Blakesley

•

K M A

SHENANDOAH—EST. 1925

BLUE NETWORK—MUTUAL

Frequency: 960 Kc.....Power: 5000 Watts
Owned-Operated By....May Broadcasting Co.
Address.....Lowell and Elm Streets
Phone Number.....192
Transmitter Location.....Route 48
Time on the Air.....Unlimited license
News Service.....UP
Transcription Service.....Langworth
Representative.....Free & Peters, Inc.

Personnel

President.....Earl E. May
Station & Commercial Mgr.....J. C. Rapp
Sales Manager .....A. W. Ramsey
Program Director and Production Manager .....Terry Moss
Publicity Director .....Barney Corson
Musical Director.....Mabel McFarland
War Program Director.....Owen Saddler
Chief Engineer.....Ray Schroeder

K S C J

SIOUX CITY—EST. 1927

BLUE NETWORK

Frequency: 1360 Kc.....Power: 5000 Watts
Owned-Operated By.....Perkins Bros. Co.
Address.....415 Douglas Street
Phone Number.....5-7993
Transmitter Location...5500 Floyd River Road
Time on the Air.....6 a.m. to 12 midnight
News Service..... AP
Transcription Service.....C. P. MacGregor
Representative.....Geo. P. Hollingbery Co.

Personnel

President .....William H. Sammons
Station Manager.....Eugene T. Flaherty
Program Director .....Eugene T. Flaherty
Director of Education....Elizabeth Sammons
Musical Director.....Miriam Corkhill
Chief Engineer.....Alvin H. Smith

•

K T R I

SIOUX CITY—EST. 1938

MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By..Sioux City Broadcasting Company
Business Address.....Commerce Building
Phone Number.....8-0165
Transmitter Location.....Commerce Building
Time on the Air.....Unlimited License
Newspaper Affiliation.....Sioux City Tribune
News Service.....UP
Transcription Service...Associated Music Publishers
Representative.....Burn-Smith Co.

Personnel

President.....Eugene Kelly
General Manager.....Dietrich Dirks
Commerical Manager.....Ray Jensen
Program Director-Chief Announcer..Al Triggs
Production Manager.....Andrew Bogue
Publicity Director.....Bud LaGrave
Musical Director.....Bernie Mahr
Chief Engineer.....Earl Huss

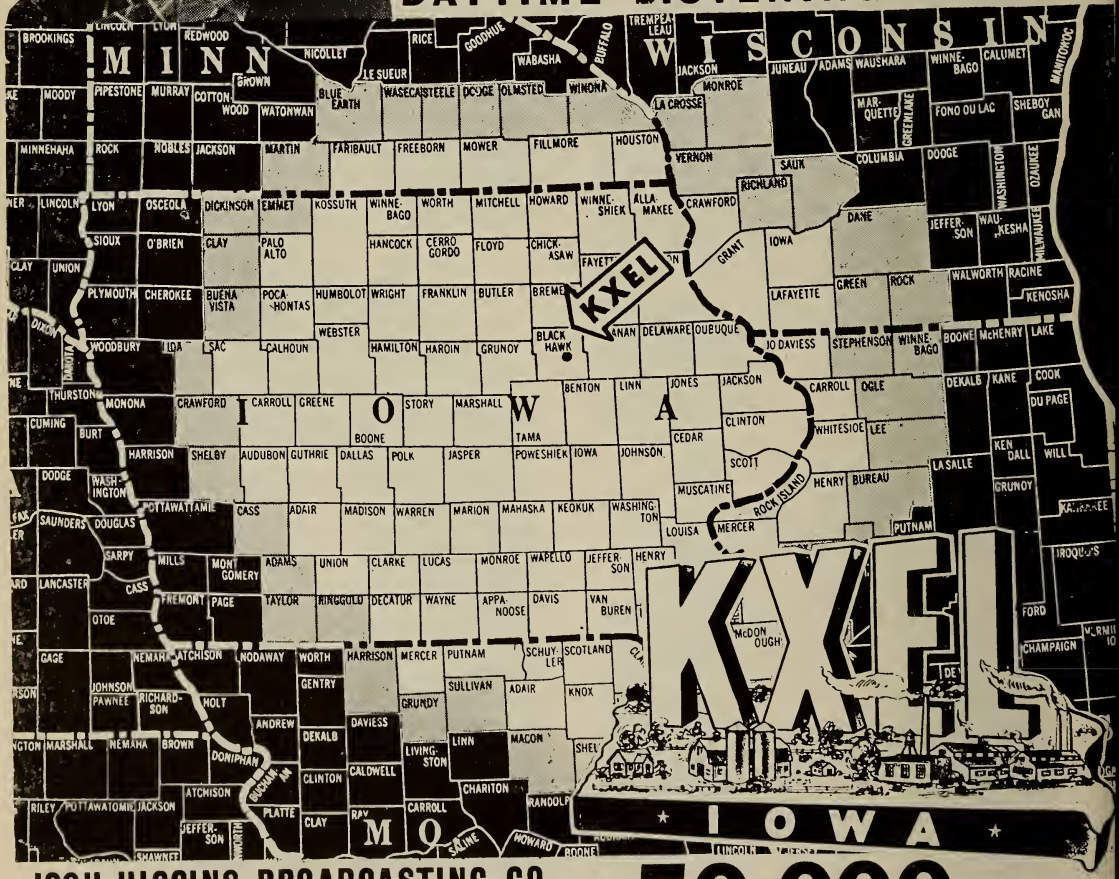


Iowa is Listnin!

"Folks out here look upon K X E L as a friend and neighbor. Knowing these families, we are bringing them the news, information and entertainment they care the most about. In the advertising man's language, I think it's called . . . 'listener interest' . . . in our way of talkin' it's just being neighborly. Yes, Iowa is listnin' to K X E L!"

Josh Higgins

DAYTIME LISTENING AREA



JOSH HIGGINS BROADCASTING CO.

WATERLOO, IOWA

Studios In Waterloo and Cedar Falls

Represented by John Blair & Company

50,000 WATTS

CLEAR CHANNEL . . BASIC BLUE

. . . 1540 On the Dial . . .

KICD

SPENCER—EST. 1942

MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 100 Watts
Owned By.....Iowa Great Lakes Broadcasting Co.
Operated By .....L. W. Andrews
Address.....P. O. Box 631, Spencer
Phone Number 45
Transmitter Location.....North of Spencer on Highways 18 and 71
Time on the Air.....6 a.m. to 12 p.m.
News Service .....AP
Transcription Service.....Lang-Worth
National Representative.....Hal Holman

Personnel

Station and Commercial Manager .....Lawrence W. Andrews
Program Director .....Miss Zelda J. Anderson
Production and Publicity Director .....Jiggs Sondergaard
Chief Announcer.....Lyle W. Nolan

KXEL

WATERLOO—EST. 1942

BLUE NETWORK

Frequency: 1540 Kc.....Power: 50000 Watts
Owned-Operated By.....Josh Higgins Broadcasting Co.
Address .....Insurance Bldg.
Phone Number.....3371
Transmitter Location.....Dysart
Time on the Air.....5:30 a.m. to 12:30 a.m.
News Service.....AP
Transcription Service.....Standard
National Representative.....John Blair & Co.

Personnel

President-General Manager.....Joe Du Mond
Commercial Manager.....A. J. Du Mond
Sales Promotion and Publicity Director .....E. M. Gahre
Program Director .....Deane S. Long
Production Manager .....Don Ames
Farm Editor.....Hugh Muncy
News Editor.....George Cremeens
Continuity.....Isabelle Loar
Musical Director .....George Timm
Artists Bureau .....King Beal
Chief Engineer.....Don Kassner
Record MC .....Wayne Dennis

KANSAS

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

KVAK

ATCHISON—EST. 1939

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power 250 Watts
Owned By.....S. H. Patterson
Operated By .....Ted Lenz
Address.....622 Commercial Street
Phone Number..... 1420
Transmitter Location .....Winthrop, Mo.
Time on the Air ....6:00 a.m. to 12 Midnight
News Service.....AP
Transcription Service.....Keystone Broadcasting System

Personnel

President-Owner.....S. H. Patterson
Station Manager .....Ted Lenz
Commercial Manager .....Bob Davies
Production Manager .....Bill Peltzer
Traffic Manager .....Dottie Taylor
Continuity Editor .....Bernard Hawley
Chief Announcer.....Joseph Peck
Chief Engineer .....Emil Hunnicutt
Special Events Engineer .....Bill Parker

KGGF

COFFEYVILLE—EST. 1930

THE BLUE NETWORK

Frequency: 690 Kc.....Power: 1000 d.; 500 n.
Owned-Operated By.....Hugh J. Powell
Address.....8th and Elm
Phone Number.....147
Transmitter Location.....South Coffeyville
Newspaper Affiliation.....Coffeyville Journal
News Service.....AP
Transcription Service.....NBC Thesaurus
Representative.....John E. Pearson Co.

Personnel

Owner.....Hugh J. Powell
General Manager.....Melvin Drake
Program Director-Chief Announcer, Dick Campbell
Production Manager-Musical Director, Ozzie Osborne
Publicity Director.....Anna Marie McGrath
Chief Engineer.....J. S. Jaminet

HOOPER SHOWS What Kansas City Knows

KCKN is fast being "discovered" by value-wise time buyers. Better check into current availabilities... today.

The May-thru-September, 1943 Hooper survey is the *fourth* consecutive 5-month report to verify the fact that KCKN, a 250-watt local station, holds more daytime listeners in Greater Kansas City than each of 3 network outlets.

Unusual low rates offer the chance of a lifetime to reach and sell for a song, a major portion of the 861,000 persons within KCKN's primary service area.

HOOPER STATION LISTENING INDEX

Monday thru Friday — May thru September, 1943

(Per cent of Listeners)

PERIOD	STATION A	STATION B	KCKN	STATION D	STATION E	STATION F
8:00 to 8:30 a.m.	29.0%	19.4%	17.7%	6.5%	12.9%	9.7%
8:30 to 9:00 a.m.	22.7%	25.3%	14.7%	14.7%	13.3%	6.6%
9:00 to 9:30 a.m.	36.7%	19.0%	13.9%	8.9%	15.2%	5.1%
9:30 to 10:00 a.m.	23.9%	29.9%	13.4%	11.9%	14.9%	6.0%
10:00 to 10:30 a.m.	27.2%	30.1%	10.7%	16.5%	5.8%	8.7%
10:30 to 11:00 a.m.	43.7%	21.9%	12.5%	8.3%	7.3%	4.2%
11:00 to 11:30 a.m.	50.9%	14.5%	14.6%	6.4%	7.3%	3.6%
11:30 to 12:00 a.m.	61.1%	11.1%	15.0%	5.6%	5.6%	0.8%
12:00 to 12:30 p.m.	37.7%	21.2%	17.8%	6.8%	11.7%	4.1%
12:30 to 1:00 p.m.	25.0%	23.5%	21.2%	12.1%	12.1%	4.6%
1:00 to 1:30 p.m.	35.5%	25.0%	16.1%	8.1%	12.1%	1.6%
1:30 to 2:00 p.m.	27.5%	33.3%	12.5%	9.2%	13.4%	3.3%
2:00 to 2:30 p.m.	13.8%	53.2%	13.8%	3.6%	10.1%	4.6%
2:30 to 3:00 p.m.	16.8%	52.2%	14.2%	8.8%	5.3%	0
3:00 to 3:30 p.m.	22.1%	47.4%	14.7%	6.3%	8.4%	0
3:30 to 4:00 p.m.	13.6%	49.1%	17.3%	5.5%	13.6%	0.9%
4:00 to 4:30 p.m.	23.0%	51.6%	8.7%	7.2%	8.7%	0
4:30 to 5:00 p.m.	18.9%	35.2%	13.5%	12.6%	14.4%	3.6%
5:00 to 5:15 p.m.	15.1%	27.2%	19.6%	20.7%	9.8%	6.5%
5:15 to 5:30 p.m.	18.4%	20.4%	27.2%	19.4%	11.7%	2.9%
5:30 to 5:45 p.m.	14.8%	21.3%	24.1%	23.2%	12.0%	4.6%
5:45 to 6:00 p.m.	37.9%	16.2%	18.9%	8.1%	15.3%	1.8%
6:00 to 6:15 p.m.	37.9%	28.8%	13.6%	6.8%	12.9%	0
6:15 to 6:30 p.m.	30.8%	37.1%	17.5%	5.6%	4.9%	2.8%
6:30 to 6:45 p.m.	36.5%	21.4%	23.8%	11.9%	4.0%	2.4%
6:45 to 7:00 p.m.	34.8%	28.4%	17.0%	12.8%	5.7%	1.3%

KCKN Kansas City

The Voice of Greater Kansas City

BEN LUDY, GENERAL MANAGER
KCKN, *Kansas City* • WIBW, *Topeka*
ELLIS ATTEBERRY, MANAGER—KCKN, *Kansas City*

Represented by

CAPPER PUBLICATIONS, INC.

NEW YORK 420 LEXINGTON
CHICAGO 180 N. MICHIGAN
SAN FRANCISCO 1207 RUSS BUILDING

K G N O

DODGE CITY—EST. 1930

Frequency: 1370 Kc.....Power: 1000 d., 250 n.
Owned-Operated By.....Dodge City Broadcasting Co.
Address.....Globe Bldg.
Phone Number.....1340
Transmitter Location.....West Park St.
Time on the Air.....8 a.m. to 8 p.m.
Newspaper Affiliation.Dodge City Daily Globe
News Service.....AP
Transcription Service.....Standard Radio
Representative.....Arthur H. Hagg and Associates

Personnel

President.....J. C. Denious
Manager.....N. C. Peterson
Program Director.....Herschell Holland
Chief Engineer.....Ralph Hickman

•

K T S W

EMPORIA—EST. 1939

MUTUAL BROADCASTING SYSTEM
KANSAS STATE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Emporia Broadcasting Co.
Address.....613 Merchant St.
Phone Number.....153, 154
Transmitter Location.....South Emporia
Time on the Air: 6:30 a.m. to 12:05 a.m.; Sundays, 7:30 a.m. to 12:05 a.m.
News Service.....UP
Representative.....Sears & Ayer

Personnel

President.....Selleck B. Warren
Station Manager.....J. Nelson Rupard
Commercial Manager.....Niles Moffat
Sales Promotion and Publicity Director.....George Goldsmith
Program Director.....Miriam Porter
Production Manager and Chief Announcer.....Duane Tucker
Musical Director and Artists Bureau Head.....Rosalee Askew
Chief Engineer.....Harold C. Davis

•

K I U L

GARDEN CITY—EST. 1935

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 100 Watts
Owned-Operated By..Garden City Broadcasting Co.
Business Address.....509½ N. Main
Phone Number.....666
Studio Address.....509½ N. Main
Transmitter Location.....Northwest of Garden City
Time on the Air.....7 a.m. to 7 p.m.
News Service.....UP
Transcription Service.....C. P. McGregor, Keystone Broadcasting System

Personnel

President.....F. D. Conard
Station and Commercial Manager.....Al Pyatt
Program Director-Chief Announcer.....Frances Ewing
Chief Engineer.....Robert Wheeler Snyder

•

K V G B

GREAT BEND—EST. 1937

MUTUAL BROADCASTING SYSTEM
KANSAS STATE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....KVGB, Inc.
Address.....2103 Forest Ave.
Phone Number.....1080, 1081
Transmitter Location.....South Great Bend
Time on the Air.....Unlimited
News Service.....UP
Transcription Service.....Lang-Worth

Personnel

President.....R. C. Russell
Vice-President and General Manager.....Clem Morgan
Sales Promotion and Program Director.....Ray Beals

•

K W B W

HUTCHINSON—EST. 1935

NATIONAL BROADCASTING CO.

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....The Nation's Center Broadcasting Co.
Address.....101 East Avenue A
Phone Number.....5202
Transmitter Location.....Hutchinson
Time on the Air.....6:45 a.m. to 11:05 p.m.
News Service.....UP
Transcription Service.....Lang-Worth

Personnel

President and General Manager.....William Wyse
Commercial Manager.....Vernon Minor
Program Director.....Geraldine Brack
Chief Engineer.....Millard Clary

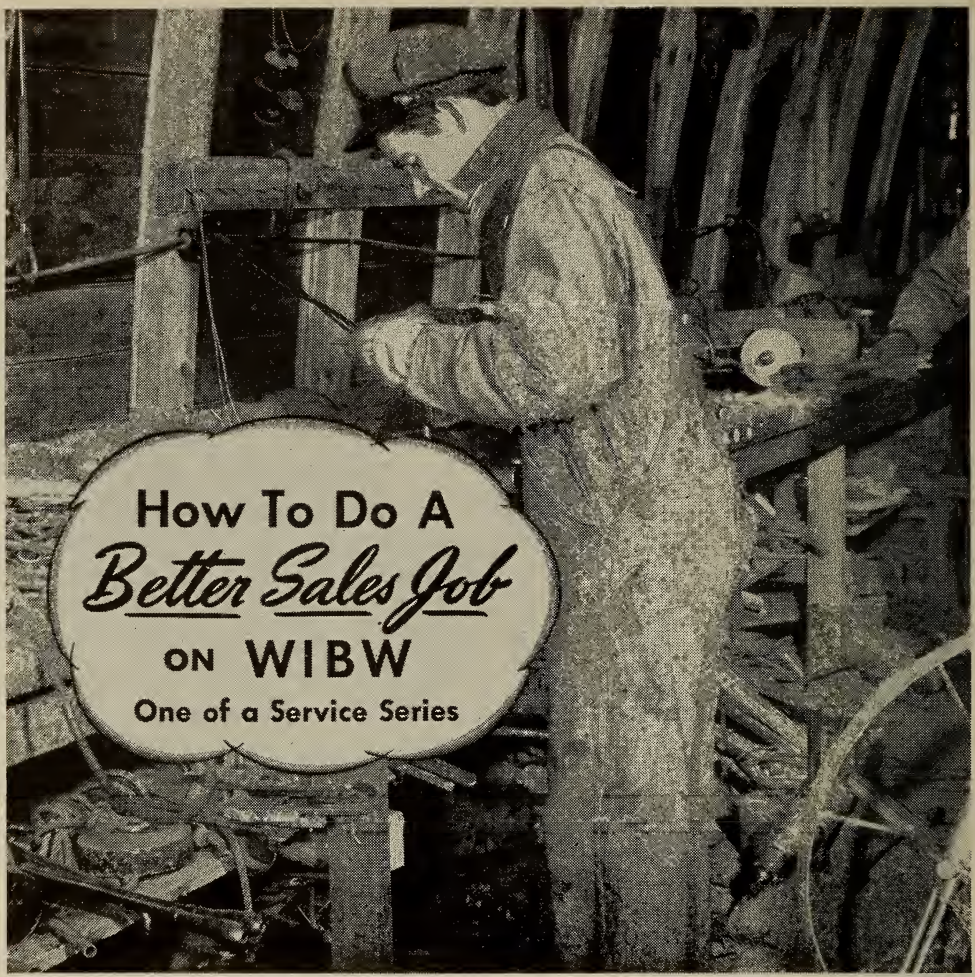
•

K C K N

KANSAS CITY—EST. 1925 (as WLBF) 1936 (as KCKN)

MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....The KCKN Broadcasting Company



Begin by getting better acquainted with the 4,811,511 farm and small town listeners in WIBW's service area.

Here's a typical listener. He's not only a farmer, but a mechanic, electrician, plumber and carpenter. He knows the biology of line breeding . . . the chemistry of his soil . . . keeps cost-accounting records. His wife buys the latest books . . . knows the nutritional value of the entire vitamin alphabet . . . is most active in all rural women's projects.

The day of the "hick" farmer has gone. In presenting your sales message to WIBW listeners, remember that they resent extravagant claims, high-pressure selling. They want FACTS; want to make their own decisions. So, in speech and entertainment, be truthful, sincere, friendly. Then they'll welcome you and your product into their homes . . . just as they have been welcoming WIBW for almost two decades.

WIBW IN TOPEKA "The Voice of Kansas"
COLUMBIA'S OUTLET FOR KANSAS
BEN LUDY, Gen. Mgr.
REPRESENTED BY CAPPER PUBLICATIONS, INC.
NEW YORK CHICAGO KANSAS CITY SAN FRANCISCO

Address.....901 North 8th St.
Phone Number.....Drexel 4300
Transmitter Locatien.....901 North 8th St.
Time on the Air.....6 a.m. to 11 p.m.
Newspaper Affiliation.The Kansas City Kansan
News Service.....UP
Transcription Service.....Standard Radio, Lang-Worth
Representative.....Capper Publications

Personnel

General Manager .....Ben Ludy
Manager .....Ellis Atteberry
Sales Promotion Manager .....Joe Story
Program Director .....Milan Mahale
Publicity Director .....Almeda Boeth
Production Manager .....George Stump
Director of Continuity .....Peggy Osborne
War Program Director.....Ellis Atteberry
Musical Director .....Milan Mahale
Chief Engineer.....Bernard Maltby

•

K F K U

LAWRENCE—EST. 1924

Frequency: 1250 Kc...Power: 5000 d.; 1000 n.
Owned-Operated By.....University of Kansas
Address ..... Lawrence
Phone Number .....K. V. Exchange
Transmitter Location .....Tonganoxie, Kans.
Time on the Air.....Shares time with WREN
News Service .....INS

Personnel

Station Manager .....Harold G. Ingham
Chief Engineer .....R. P. Stringham
(Non-Commercial Station)

•

W R E N

LAWRENCE—EST. 1926

BLUE NETWORK

Frequency: 1250 Kc....Power: 5000 d., 1000 n.
Owned-Operated By.....WREN Broadcasting Co. Inc.
Address.....WREN Bldg.
Phone Number.....110
Transmitter Location.....Tonganoxie, Kansas
Time on the Air.....121 hours per week
News Service.....UP
Transcription Service.....NBC Thesaurus
Representative.....Geo. P. Hollingbery Co.

Personnel

President .....R. C. Jackman
General Manager .....Verl Braiten
Chief Engineer.....Carl Bliesner

•

K S A C

MANHATTAN—EST. 1924

Frequency: 580 Kc.....Power: 1000 d., 500 n.
Owned-Operated By.....Kansas State College
Address.....College Campus
Transmitter Location.....College Campus
Time on the Air.....Shares time

Personnel

President.....F. D. Farrell
Station Manager.....H. Umberger
Chief Engineer.....R. C. Dennison
(Non-Commercial Station)

•

K O A M

PITTSBURG—EST. 1937

NATIONAL BROADCASTING CO.

Frequency: 810 Kc.....Power: 1000 Watts
Owned-Operated By.....The Pittsburg Broadcasting Company, Inc.
Address.....Commerce Building
Phone Number.....2165
Transmitter Location.....Pittsburg, Kans.
Time on the Air.....Daytime License
News Service.....INS
Transcription Service.....World Broadcasting
Representative.....The Walker Company

Personnel

President.....E. Victor Baxter
Station Manager.....R. E. Wade
Sales and Promotion Manager.Marcell Stewart
Publicity Director.....Don Taylor
Program Director.....Ralph E. Wade
Chief Announcer .....Paul Daily
Chief Engineer .....Leo Stafford

•

W I B W

TOPEKA—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 580 Kc.....Power: 5000 Watts
Owned-Operated By.....Capper Publications, Inc.
Business Address.....Box 119
Phone 3-2377
Studio Address.....1035 Topeka Blvd.
Transmitter Location....Seven miles west of Topeka
Time on the Air: 5 a.m. to 12:05 a.m. (with 3½ hrs. allowed to KSAC) and Sundays, 6:00 a.m. to 12:05 a.m.
Newspaper Affiliation....Capper Publications, Inc.
News Service.....UP, AP
Transcription Service.....Standard Radio, Lang-Worth
Representative.....Capper Publications, Inc.

Personnel

General Manager.....Ben Ludy
Publicity Director.....Charles Hill
Music Director .....Maudie Shreffler
War Program Director.....Kathryn Young
Chief Engineer .....Karlton G. Marquardt

KSAL

SALINA—EST. 1937

MUTUAL BROADCASTING SYSTEM
KANSAS STATE NETWORK

Frequency: 1150 Kc.....Power: 1000 Watts
Owned-Operated By.....KSAL, Inc.
Address.....201 West Iron
Phone Number 100
Transmitter Location.....West State St.
Time on the Air: 6 a.m. to 12 midnight (125 hours weekly)
Newspaper Affilation.....Salina Journal
News Service.....AP
Transcription Service .....NBC Thesaurus
Representative.....John E. Pearson Co.

Personnel

President.....R. J. Laubengayer
Station and Commercial Manager .....Owen Balch
Program Director.....Ben Greer
Chief Engineer.....N. E. Vance, Jr.

•

KANS

WICHITA—EST. 1936

NATIONAL BROADCASTING CO.

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....The KANS Broadcasting Co.
Address ..... Hotel Lassen
Phone Number 4-2337
Transmitter Location .....Wichita
Time on the Air.....6:30 a.m. to midnight
Transcription Service .....NBC Thesaurus; Standard Radio
Representative .....Headley-Reed Co.

Personnel

President .....Herb Hollister
General Manager .....Jack Todd
Program Director.....Grenville Darling
Musical Director.....Raymond Shelley
Supervising Engineer.....Carl Hall

•

KFBI

WICHITA—EST. 1923

BLUE NETWORK
MUTUAL BROADCASTING SYSTEM
KANSAS STATE NETWORK

Frequency: 1070 Kc....Power: 5000 d., 1000 n.
Owned-Operated By.....Farmers and Bankers Broadcasting Corporation
Address.....First and Market Sts.
Phone Number.....2-1447
Transmitter Location.....42nd and Broadway
Time on the Air.....24 hours daily
News Service.....INS
Transcription Service .....World
Representative...Howard H. Wilson Company

Personnel

President.....H. K. Lindsley
General Manager .....Robert K. Lindsley
Sales Promotion Manager.....Ralph Varnum
Technical Director.....K. W. Pyle

•

KFH

WICHITA—EST. 1923

COLUMBIA BROADCASTING SYSTEM

Frequency: 1330 Kc.....Power: 5000 Watts
Owned-Operated By.....The Radio Station KFH Company, Inc.
Address.....York Rite Building
Phone Number.....2-4491
Transmitter Location.....RFD No. 3, Wichita, Kansas
Time on the Air.....6:00 a.m. to 12 midnight
Newspaper Affiliation.....Wichita Eagle
News Service .....AP
Transcription Service .....Lang-Worth and C. P. MacGregor
Representative.....Edward Petry & Company

Personnel

President .....John Rigby
Vice-President-General Mgr....M. M. Murdock
Business Manager.....P. S. Clark
National Sales & Promotion Manager, Clark A. Luther
Program Director.....Vernon E. Reed
Chief Announcer .....Dave Wilson
Production Manager .....Larry Stanley
Musical Director.....Guy Snyder
Chief Engineer.....Amos C. Dadisman

PA SET THE PACE THREE YEARS AGO

with the first

regular 24-hour

radio news wire

★

WHAS

LOUISVILLE

50,000

WATTS • 840 KC

BASIC CBS

REPRESENTED BY

EDW. PETRY & CO. INC.

★

KENTUCKY

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

WCMI

ASHLAND—EST. 1935

MUTUAL—SOUTHERN NETWORK
BLUE NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Ashland Broadcasting Company
Address.....20th & Front Streets
Phone Number.....3010 (Ashland), 28358 (Huntington).
Studio Address..20th & Front Streets, Ashland, Ky.; Radio Center, Huntington, West Va.
Transmitter Location....48th and Clay Streets Ashland, Ky.
Time on the Air.....6:30 a.m. to 12 midnight
News Service.....UP
Transcription Service.....NBC Thesaurus
Representative.....John H. Perry Associates

Personnel

President.....Gilmore Nunn
Vice-President.....J. Lindsay Nunn
Station Manager.....L. D. Newman
Program-Publicity Director.....Lota Segraves
Musical Director.....Jean Thompson
Chief Engineer.....Clarence Weaver

•

WLBJ

BOWLING GREEN—EST. 1940

KEYSTONE BROADCASTING SYSTEM
MUTUAL—SOUTHERN NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By..Bowling Green Broadcasting Co.
Address .....801 Fairview Ave.
Phone Number 1340 1
Transmitter Location .....801 Fairview Ave.
Time on the Air: 7 a.m. to 11 p.m.; Sundays, 8 a.m. to 11 p.m.
News Service.....UP
Transcription Service.....Standard Radio
Representative.....Burn-Smith Co.

Personnel

President & Station Manager.....Ken D. Given
Sales Promotion Manager.....Helen Given
Program Director.....Harriet Stout
Chief Announcer.....Jim Jolly
Musical Director.....Ann Hamilton
Chief Engineer.....James Hight

•

WHLN

HARLAN—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power 250 Watts
Owned-Operated By.....Blanfox Radio Company, Incorporated
Address.....South Main St.
Phone Number.....625
Time on the Air.....7 a.m. to 10 p.m.
News Service.....UP
Transcription Service.....Lang-Worth World Broadcasting System, Keystone
Representative.....Burn-Smith Co.

Personnel

Owners.....R. B. Helms & J. Francke Fox
Station & Commercial Manager....R. B. Helms
Chief Engineer.....J. Francke Fox
Record MC.....Bob McKeehan

•

WSON

HENDERSON—EST. 1941

Frequency: 850 Kc.....Power: 250 Watts
Owned-Operated By.....Paducah Broadcasting Co.
Address.....Zion Road, R No. 3
Phone Number.....3923
Transmitter Location .....Southeast of Henderson
Time on the Air.....Local sunup to local sundown
News Service.....UP
Transcription Service...NBC Thesaurus, Associated Music
Representative .....Sears & Ayer, Inc.

Personnel

President-General Manager..Pierce E. Lackey
Station and Commercial Manager....Hecht S. Lackey
Program Director.....Stanley Mayer
Production Manager.....B. A. Smith
Chief Announcer.....Eddie Duncan
Chief Engineer.....Floyd Hubbard

•

WHOP

HOPKINSVILLE—EST. 1939

COLUMBIA BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By....Paducah Broadcasting Co.
Phone Number.....1025, 1026
Business Address..Route 68 (1½ miles northwest of Hopkinsville
Transmitter Location.....Cadiz Pike
Time on the Air.....6 a.m. to 11:05 p.m.
News Service.....UP
Transcription Service.....World Broadcasting System, Associated Music Publishers, C. P. MacGregor

Representative.....Sears & Ayer

Personnel

President.....Pierce E. Lackey
General and Commercial Manager..F. Ernest Lackey
Program Director.....Bonnie Bessire
Chief Announcer.....W. G. Lussky
Musical Director.....Hellen Carter
Chief Engineer.....James C. Miller

•

WLAP

LEXINGTON—EST. 1934

MUTUAL

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By...American Broadcasting Corp.
Address....Radio Bldg., Walnut and Short Sts.
Phone Number.....1721
Transmitter Location.....Mason-Headley Road
Time on the Air: 6:30 a.m. to 12 midnight; Sundays, 7:45 a.m. to 12 midnight
News Service.....UP
Transcription Service.....NBC Thesaurus
Representative.....John H. Perry Associates

Personnel

President-General Mgr.....Gilmore N. Nunn
Vice-President.....J. Lindsay Nunn
Station Director.....J. E. Willis
Sales Promotion and Program Director..Lowry Kohler
Chief Engineer.....Sanford Helt

•

WAVE

LOUISVILLE—EST. 1933

NATIONAL BROADCASTING COMPANY

Frequency: 970 Kc.....Power: 5000 Watts
Owned-Operated By.....WAVE, Incorporated
Address.....334 E. Broadway
Phone Number.....Wabash 6543
Transmitter Location.....Hamburg Pike, Jeffersonville, Ind.
Time on the Air.....6 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
News Service.....INS
Transcription Service.....NBC Thesaurus, Lang-Worth
Representative.....Free & Peters, Inc.

Personnel

President.....Major Geo. W. Norton, Jr.
Station Manager.....Nathan Lord
Commercial Manager.....James F. Cox
Program Director.....George Patterson
Publicity Director.....Elizabeth Sanders
Chief Announcer.....Livingston Gilbert
Musical Director.....Earle Keller
Chief Engineer.....Wilbur E. Hudson

WHAS

LOUISVILLE—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 840 Kc.....Power: 50000 Watts
Owned-Operated By.....Courier-Journal and Louisville Times Company
Address.....300 West Liberty St.
Phone Number.....Wabash 2211
Transmitter Location...R. R. No. 2, Anchorage, Kentucky
Time on the Air.....24 Hours Daily
Newspaper Affiliation....Courier-Journal and Louisville Times
News Service.....AP, UP
Transcription Service.....Associated Music Publishers, Lang-Worth, Standard
Representative.....Edward Petry & Company

Personnel

Owner.....Barry Bingham (With U. S. Navy)
President & General Manager..Mark Ethridge
General Manager.....W. Lee Coulson
Commercial Manager.....Joe Eaton
Promotion Manager.....John H. Hoagland
Program Director.....A. W. Marlin
Production Manager.....Jack Brooks
Musical Director.....Robert Hutsell
Choral Director.....Edward Barret
Assistant Chief Engineer...D. C. Summerford

(See Page 440)

•

WINN

LOUISVILLE—EST. 1940

BLUE NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By...Kentucky Broadcasting Corp.
Address.....10th Floor Tyler Hotel, 3rd and Jefferson Sts.
Phone Number.....Wabash 4126, 4127
Transmitter Location.....On top Tyler Hotel
Time on the Air.....6 a.m. to 12 midnight; Sunday, 8 a.m. to midnight
News Service.....AP
Transcription Service.....C. P. MacGregor

Personnel

President and Station Manager..D. E. Kendrick
Commercial Manager.....G. F. Bauer
Program Director.....M. K. McCarten
Production Manager.....Harry McTigue
Acting Chief Engineer.....Vernon Nunn

•

WOMI

OWENSBORO—EST. 1938

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Owensboro Broadcasting Co.

Address .....Owensboro
Phone Number.....420, 421
Transmitter Location.....Owensboro
Time on the Air.....7 a.m. to 10:35 p.m.
News Service.....AP
Transcription Service.....Standard Radio; Keystone Broadcasting System
Representative.....Burn-Smith Co.

Personnel

President.....Lawrence W. Hager
General Manager.....Hugh O. Potter
Commercial Manager.....Malcolm Greep
Program Director.....Cliffordean Potter
Publicity Director.....Hugh O. Porter
Chief Engineer.....Leslie Goodaker
Record MC.....Truman Morris

WPAD

PADUCAH—EST. 1930
COLUMBIA BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Paducah Broadcasting Co.
Business Address.....Taylor Bldg., 4th and Broadway
Phone Number.....410C
Studio Address.....Taylor Bldg.
Transmitter Location.....9th and Terrell
Time on the Air.....6 a.m. to 11:30 p.m.
News Service.....UP
Transcription Service.....Associated Music Publishers, World Broadcasting System, C. P. MacGregor
Representative.....Sears & Ayer

Personnel

President & General Mgr.....Pierce E. Lackey
Sales Manager.....Gene Peak
Program Director-Chief Announcer..Gene Peak
Chief Engineer.....U. C. Morris

LOUISIANA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

KALB

ALEXANDRIA—EST. 1935
BLUE NETWORK
LOUISIANA NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Alexandria Broadcasting Co., Inc.
Address.....505 Johnston St.
Phone Number.....3335
Transmitter Location.....Upper Fourth St.
Time on the Air..6:30 a.m. to 11 p.m.; Sunday, 8 a.m. to 10:05 p.m.
News Service.....INS
Transcription Service.....Standard Radio

Personnel

President.....Walter H. Allen
Station and Commercial Mgr...E. R. Cappellini
Program Director.....Dorothy Aden
Chief Announcer.....Ed Rand
Chief Engineer.....Jesse R. Sexton

WJBO

BATON ROUGE—EST. 1934
BLUE NETWORK

Frequency: 1150 Kc.....Power: 5000 Watts
Owned-Operated By.....Baton Rouge Broadcasting Co., Inc.
Address.....444 Florida St.
Phone Number.....5271-2
Transmitter Location.....Roosevelt Road
Time on the Air.....Unlimited license
Newspaper Affiliation.....Baton Rouge State-Times, Baton Rouge Morning Advocate
Transcription Service.....World Broadcasting
Representative..Geo. P. Hollingbery Company

Personnel

President.....Chas. P. Manship, Jr.
Vice-Pres. & Gen. Mgr....H. Vernon Anderson

KVOL

LAFAYETTE—EST. 1935

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Evangeline Broadcasting Company, Inc.
Business Address.....300 Jefferson St.
Phone Number.....336, 2062
Studio Address.....Jefferson St., Evangeline Hotel
Transmitter Location.....Scott Road
Time on the Air: 7 a.m. till 10 p.m. (87 hours weekly)
News Service.....UP
Transcription Service.....Standard Radio

Personnel

President.....Morgan Murphy
Station Manager.....Geo. H. Thomas
Commercial Manager.....R. A. Escudier
Program Director-Chief Announcer
Allison J. Theriot
Chief Engineer.....Raymond E. Wheeler

KPLC

LAKE CHARLES—EST. 1935

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Calcasieu Broadcasting Co.
Address.....P. O. Box 1521
Phone Number.....2713, 2714
Transmitter Location.....La Grange St.
Time on the Air.....Unlimited license
News Service.....UP
Transcription Service.....NBC Thesaurus

Personnel

President.....T. B. Lanford
Station and Commercial Manager.....David Wilson
Program Director..Margaret Campbell Mercer
Chief Engineer.....B. Hillman Bailey, Jr.

•

KMLB

MONROE—EST. 1930

BLUE NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Liner's Broadcasting Station, Inc.
Address.....Francis Hotel
Phone Number.....4321
Transmitter Location.....Millhaven Rd.
Time on the Air.....Unlimited license
News Service.....AP
Transcription Service.....Standard Radio, Lang-Worth

Personnel

President.....O. C. Liner
General Manager.....J. C. Liner
Sales Promotion Manager...Beverly Buckner
Program and Publicity Director.....Marjorie Watson
Chief Announcer.....Guy Curley
Chief Engineer.....O. L. Morgan

•

WDSU

NEW ORLEANS—EST. 1923

BLUE NETWORK
LOUISIANA STATE NETWORK

Frequency: 1280 Kc.....Power: 1000 Watts (C.P. 5000 W.)
Owned-Operated By.....WDSU, Inc.
Address.....Hotel Monteleone
Phone Number.....Raymond 7135
Transmitter Location....Whitner Blvd., Algiers
Time on the Air.....6:45 a.m. to midnight
News Service.....UP, AP
Transcription Service.....Lang-Worth
Representative.....Weed & Co.

Personnel

Executive Vice-President.....Fred Weber
Assistant to Manager.....Ruth Sullivan
Sales Promotion Manager.....Ruth Sullivan
Program Director.....Stanley Holiday
Production Manager and Record MC.....Byron Dowdy
News Director.....Al Godwin
Chief Announcer.....Fred LeMieux
Artists Bureau.....Judith Lawton
Musical Director.....Joseph Schram
Chief Engineer.....Charles Whitney

•

WJBW

NEW ORLEANS—EST. 1926

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Charles C. Carlson
Address.....540 Audubon Building
Phone Number.....Raymond 5060
Transmitter Location.....3617 Bruxelle St.
Time on the Air....7:00 a.m. to 12:00 midnight
Transcription Service.....C. P. MacGregor
Representative.....Cox & Tanz

Personnel

President-General Mgr.....Charles C. Carlson

•

WNOE

NEW ORLEANS—EST. 1926

MUTUAL BROADCASTING SYSTEM

The new

WDSU

offers:

the latest 5 Kw. on the air, delivering a 20 Kw. signal to the populated areas of South Louisiana.

•

The only New Orleans station with two news services.

•

Excellent central dialing position.

•

Affiliation with the Blue Network.

•

Emphasis on local programs of special appeal in the South.

•

WDSU

HOTEL MONTELEONE, NEW ORLEANS

Frequency: 1450 Kc.....Power: 250 Watts
Owned By.....WNOE, Inc.
Address.....St. Charles Hotel, 211 St. Charles St.
Phone Number.....Raymond 0423
Transmitter Location.....3915 Euphrosine St.
Time on the Air.....24 hours daily
News Service.....AP, UP
Transcription Service.....Standard Radio
Representative.....Joseph Hershey McGillvra

Personnel

President.....James A. Noe
Vice-President-General Mgr....James Gordon
Program Director.....Beverly Brown
Production Manager.....Beverly Brown
Chief Engineer.....Ellis Trepeginer

•

WSMB

NEW ORLEANS—EST. 1925

NATIONAL BROADCASTING CO.

Frequency: 1350 Kc.....Power: 5000 Watts
Owned-Operated By.....WSMB, Inc.
Address .....Maison Blanche Bldg.
Phone Number .....MA 5921
Transmitter Location .....Algiers, La.
Time on the Air.....7 a.m. to 12 midnight
Transcription Service.....NBC Thesaurus
Representative .....Edward Petry & Co.

Personnel

President .....E. V. Richards
General Manager .....H. Wheelahan

•

WWL

NEW ORLEANS—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 870 Kc.....Power: 50000 Watts
Owned-Operated By.....Loyola University
Address.....Roosevelt Hotel
Phone Number.....Raymond 2194-5-6-7
Transmitter Location.....Kenner, La.
Time on the Air.....5 a.m. to 12 midnight
News Service.....UP
Transcription Service.....Standard Radio and World
Representative.....The Katz Agency

Personnel

General Manger.....W. H. Summerville
Commercial Manager.....Larry Baird
Merchandising Manager.....A. M. Robert
Program and Production Director .....Edward Hoerner
Director of War Programs.....Stanley Reyes
Agricultural Director.....Gordon Loudon
Publicity Director .....Margaret Ashley
Musical Director .....Irvine Vidacovich
Continuity Director .....Terry Brick
Chief Engineer.....J. D. Bloom, Jr.

TELESCRIPTS

. . . ORIGINATED BY PA

are complete scripts, cued for music or sound effects, and moved on the special AP radio news wire.

Widely sponsored from Coast-to-Coast



THE WAY TO GREATER SALES AND BIGGER PROFITS IN ONE OF THE NATION'S RICHEST MARKETS IS VIA ITS NUMBER ONE SALESMAN





KWKH

A SHREVEPORT TIMES STATION

Shreveport, La.

CBS – 50,000 WATTS

THE BRANHAM CO.

KRMD

SHREVEPORT—EST. 1928

BLUE NETWORK
LOUISIANA NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....KRMD, Inc.
Business Address.....P. O. Box 1712
Phone Number.....6171-2
Studio Address.....New Jefferson Hotel
Transmitter Location.....New Jefferson Hotel
Time on the Air.....6 a.m. to midnight
News Service.....INS
Transcription Service .....Lang-Worth

Personnel

Commercial Manager.....G. V. Wilson
Station Director .....Elizabeth Alford
Publicity Director.....Muriel Selber

•

KTBS

SHREVEPORT—EST. 1928

NATIONAL BROADCASTING CO.
SOUTH CENTRAL QUALITY NETWORK

Frequency: 1480 Kc.....Power: 1000 Watts
Owned-Operated By.....Tri-State Broadcasting System, Inc.
Studio Address .....Commercial Bldg.
Transmitter Location.....Hart Island Road
Phone Number 2-8711
Time on the Air.....6:30 a.m. to midnight
Newspaper Affiliation .....The Shreveport Times
News Service.....AP, UP
Transcription Service .....NBC Thesaurus; Lang-Worth
Representative .....The Branham Co.

Personnel

President .....John D. Ewing
General Manager .....John C. McCormack
Commercial Manager .....J. A. Oswald
Sales Promotion Manager.....C. W. Doebler
Program Director.....B. G. Robertson
Chief Engineer .....C. H. Maddox

•

KWKH

SHREVEPORT—EST. 1925

COLUMBIA BROADCASTING SYSTEM
SOUTH CENTRAL QUALITY NETWORK

Frequency: 1130 Kc.....Power: 50000 Watts
Owned-Operated By.....International Broadcasting Corp.
Studio Address .....Commercial Building
Transmitter Location .....Near Dixie, La.
Phone Number 2-8711
Time on the Air.....5 a.m. to 1.05 a.m.; Sundays, 6 a.m. to 1:05 a.m.
Newspaper Affiliation ..The Shreveport Times
News Service.....AP, UP
Transcription Service .....Standard, Lang-Worth
Representative .....The Branham Co.

Personnel

President .....John D. Ewing
General Manager .....John C. McCormack
Commercial Manager .....J. A. Oswald
Sales Promotion-Publicity Director C. W. Doebler
Program Director.....Fred Ohl
Chief Engineer .....W. E. Antony

MAINE

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

WRDO

AUGUSTA—EST. 1932

NATIONAL BROADCASTING CO.
MUTUAL BROADCASTING SYSTEM
YANKEE NETWORK
NEW ENGLAND REGIONAL NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....WRDO, Inc.
Address.....175 Water St.
Phone Number.....2285
Transmitter Location.....Chelsea, Me.
Time on the Air.....7:00 a.m. to 12 midnight
News Service.....UP
Transcription Service.....Associated Music Publishers
Representatives.....Weed & Company Bertha Bannan

Personnel

President.....Adeline B. Rines
Station-Commercial Manager...Arthur Owens
Program Director .....Quenton Grandall
Chief Announcer .....Dan Kelly
Chief Engineer.....Harold T. Dinsmore

WABI

BANGOR—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 910 Kc.....Power: 250 Watts
Owned-Operated By.....Community Broadcasting Service, Inc.
Address.....57 State St.
Phone Number.....6447-6446
Transmitter Location...Wilson St., Brewer, Me.
Time on the Air.....7 a.m. to 12 midnight
Transcription Service.....Associated Library
Representative.....R. C. Foster, Boston; Spot Sales, Inc.

Personnel

President and Station Manager..F. B. Simpson
Commercial Manager .....Guy Corey
Program Director .....Harold Dorr
Chief Engineer .....Walter Dickson

•

WLBZ

BANGOR—EST. 1926

NATIONAL BROADCASTING CO.
YANKEE NETWORK
NEW ENGLAND REGIONAL NETWORK

Frequency: 620 Kc.....Power: 5000 Watts
Owned-Operated By..Maine Broadcasting Co.
Address.....100 Main St.
Phone Number.....6023
Transmitter Location .....Bangor
Time on the Air.....Unlimited license
Transcription Service.....NBC Thesaurus
Representative.....Weed & Co.

Personnel

General Manager.....Thompson L. Guernsey

Covering
CENTRAL MAINE
MAINE'S RICHEST INDUSTRIAL MARKET
MUTUAL **WCOU** YANKEE
LEWISTON — AUBURN
•
Delivers more listeners in the Lewiston-Auburn Market — Day and Evening — than the two Portland stations combined. Source—C. E. Hooper Survey)
•
PRIMARY POPULATION .....★293,937
RADIO HOMES..... 66,230
*(1/3 OF MAINE'S ENTIRE POPULATION)
•
THE LEWISTON-AUBURN MARKET TOPS BANGOR IN SIZE AND PURCHASING POWER
•
Represented Nationally by
FORJOE & COMPANY
NEW YORK CHICAGO

•

WCOU

LEWISTON—EST. 1938

MUTUAL BROADCASTING SYSTEM
YANKEE NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Twin City Broadcasting Co., Inc.
Address.....223 Lisbon St.
Phone Number.....3140-3141
Transmitter Location.....East Ave.
Time on the Air.....18 hours per day
News Service..... UP
Transcription Service.....Standard
Representative.....Forjoe & Co.

Personnel

President .....Faust Couture
Station and Commercial Manager.....John C. Libby
Program Director .....Harold Dyer
Publicity Director and Chief Announcer .....Lavern Colton
Musical Director.....Marion Payne Louisfell
Chief Engineer.....John T. Duty

•

WCSH

PORTLAND—EST. 1925

NBC-YANKEE-NEW ENGLAND REGIONAL

Frequency: 970 Kc.....Power: 5000 Watts
Owned-Operated By.....Congress Square Hotel Co.
Business Address.....157 High St.
Phone Number.....Portland 3-9667
Studio Address.....Eastland Hotel, 157 High St., Portland, Me.
Transmitter Location.....Scarboro, Me.
Time on the Air: 6:15 a.m. to 12 midnight; Saturdays, 6:30 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
News Service.....UP
Transcription Service.....NBC Thesaurus
Representative..Weed & Co. & Bertha Bannan

Personnel

President .....Adeline B. Rines
Station Manager.....William H. Rines
Commercial Manager.....Albert W. Smith
Program Director .....Caleb Paine
Publicity Director.....Linwood T. Pitman
Chief Announcer.....Philip N. Johnson
Musical Director.....Waldo Harwood
Chief Engineer.....G. Fred Crandon

WGAN

PORTLAND—EST. 1937

COLUMBIA BROADCASTING SYSTEM

Frequency: 560 Kc.....Power: 5000 Watts
Owned-Operated By.....Portland Broadcasting System, Inc.
Address .....Columbia Hotel
Phone Number 2-7589
Transmitter Location .....Portland
Time on the Air.....6:30 a.m. to 12:05 a.m.; Sundays, 8:00 a.m. to 12:05 a.m.
Newspaper Affiliation ...Gannett Publishing Co.
Transcription Service.....Standard Radio
Representative .....Paul H. Raymer Co.

Personnel

President-Treasurer .....Guy P. Gannett
General Manager .....Creighton E. Gatchell
Commercial Manager.....Arthur K. Atherton
Program Manager .....Richard E. Bates
Chief Announcer....Samuel G. Henderson, Jr.
Chief Engineer.....Roger W. Hodgkins

WAGM

PRESQUE ISLE—EST. 1930

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 100 Watts
Owned-Operated By.....Aroostook Broadcasting Corporation
Address.....Northern National Bank Bldg.
Phone Number.....8821
Transmitter Location...Northern National Bank Bldg.
Time on the Air: 11a.m. to 1 p.m. and 4 p.m. to 7 p.m.
Transcription Service .....World
Representative.....Nora Kane, Boston

Personnel

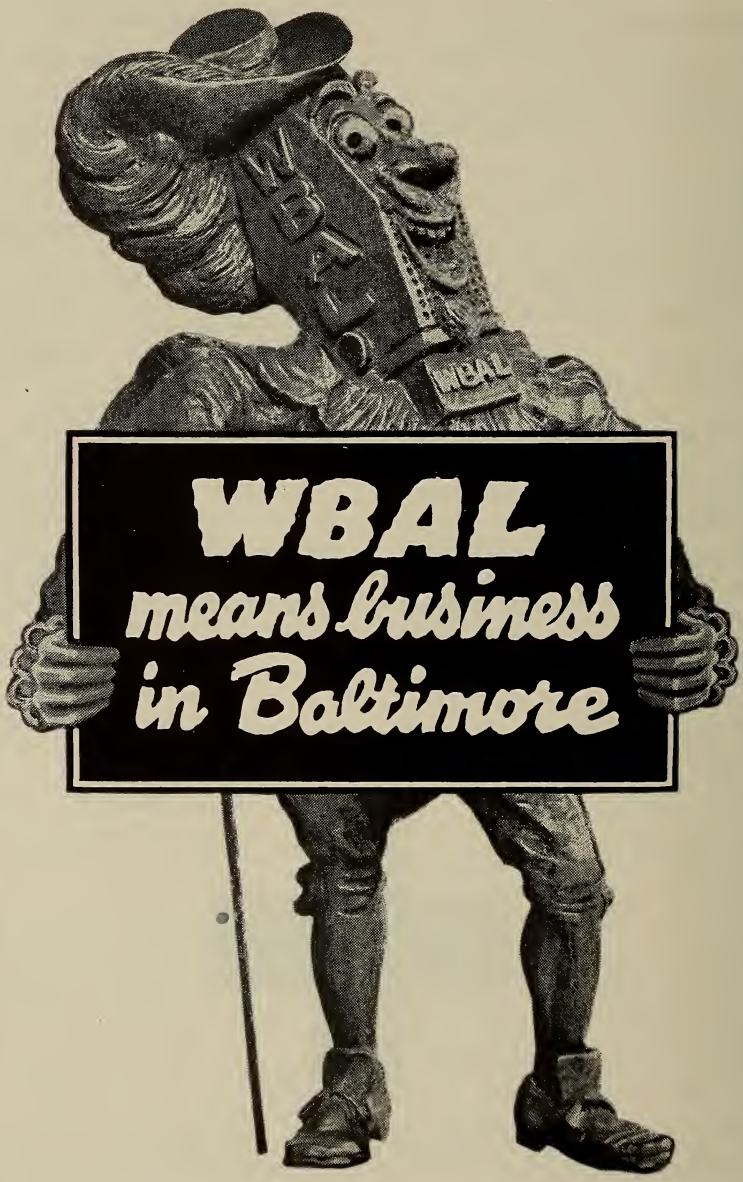
President .....Hugh McQuire
Station and Commercial Manager.....Harold D. Glidden
Program Director .....Christabel Dillen
Chief Announcer .....Richard Marshall
Artists Bureau.....Duska D. Glidden
Chief Engineer.....Lester E. Hughes

The Red Cross Needs



Your Unstinting Assistance

GIVE!



Nationally represented by Edward Petry & Co., Inc.

MARYLAND

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

WBAL

BALTIMORE—EST. 1925

NATIONAL BROADCASTING COMPANY

Frequency: 1090 Kc.....Power: 50,000 Watts
Owned-Operated By.....Hearst Radio, Inc.
Address.....Lexington Bldg.
Phone Number.....Lexington 4900
Transmitter Location.....Reistertown, Md.
Time on the Air.....24 hours daily
News Service.....INS; UP
Transcription Service.....Standard Radio; World Broadcasting System
Representative.....Edward Petry & Co.

Personnel

Station Manager.....Harold C. Burke
Sales Manager.....Leslie H. Peard, Jr.
Program Director.....James M. Kennedy
Publicity Director.....Eunice Dickson
Musical Director.....Phil Fine
Chief Engineer.....Gerald W. Cooke

WCBM

BALTIMORE—EST. 1924

BLUE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Baltimore Broadcasting Corporation
Address.....North at Harford
Phone Number . University 8400
Transmitter Location.....1100 East Cold Spring Lane
News Service.....INS, UP
Transcription Service.....Lang-Worth
Representative.....Free & Peters, Inc.

Personnel

President and Commercial Manager.....John Elmer
Station Manager.....George H. Roeder
Sales Promotion and Publicity Director.....E. Frank Thomas
Program and Production Manager.....Charles A. Roeder
Musical Director.....Jack B. Rohr
Chief Engineer.....A. E. Eckels

It's easy to SELL when you BUY

WCBM

BALTIMORE'S BLUE NETWORK OUTLET

JOHN ELMER
President

GEO. H. ROEDER
General Manager

FREE & PETERS, INC., National Representatives

WCAO

BALTIMORE—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Operated By.....The Monumental Radio Company
Address.....811 West Lanvale St.
Phone Number.....Madison 7220-1-2-3-4
Transmitter Location....Park Heights Avenue, Extended
Time o nthe Air: 6 a.m. to 1:05 a.m.; Sundays, 8 a.m. to 1:05 a.m.
News Service.....INS
Transcription Service.....Lang-Worth, C. P. MacGregor
Representative.....Paul H. Raymer Company

Personnel

President.....Lewis M. Milbourne
Vice-President-General Manager .....L. Waters Milbourne
Program Directors.....Gordon A. Scheihing, George L. Filling
Musical Director.....Robert P. Iula
Chief Engineer.....Martin L. Jones

•

WFBR

BALTIMORE—EST. 1922

MUTUAL BROADCASTING SYSTEM
MARYLAND COVERAGE NETWORK

Frequency: 1300 Kc.....Power: 5000 Watts
Owned-Operated By.....Baltimore Radio Show, Inc.
Business Address.....10 East North Ave.
Phone Number.....Mulberry 1300
Studio Address.....Radio Center
Transmitter Location.....Waterview Ave.
Time on the Air.....6 a.m. to 1 a.m.
News Service.....AP, INS
Transcription Service.....Associated Music Publishers, C. P. MacGregor, World
Representative.....John Blair & Co.

Personnel

President.....Robert S. Maslin, Sr.
Executive Vice-President...Hope H. Barroll, Jr.
Director of National Sales.....Andrew H. Hilgartner
Local Sales Manager.....William S. Pire, Jr.
Sales Promotion Manager..William R. Dothard
Program Director.....Bert Hanauer
Production Manager.....Henry Hickman
Publicity Director.....Robert S. Maslin, Jr.
Musical Director.....Jos. Imbrogulio
Chief Engineer.....William Q. Ranft

•

WITH

BALTIMORE—EST. 1940

Frequency: 1230 Kc.....Power: 250 Watts
Owned By.....Maryland Broadcasting Co.

WTBO
Cumberland, Md.
Your Key to The Rich "Kingdom of Cumberland Valley"
NBC
Full Time
Nat'l Reps.
Spot Sales

Operated By.....Thomas G. Tinsley, 2nd
Address.....7 E. Lexington St.
Phone Number.....Lexington 7808-9-10-11
Transmitter Location.....1230 Curtain St.
Time on the Air.....24 hours a day
News Service.....AP
Transcription Service.....Lang-Worth; Standard Radio
Representative.....Headley-Reed Company

Personnel

President-Station Mgr..Thomas G. Tinsley, 2nd
Assistant Station Manager.....Helen Powers
Commercial Manager.....R. C. Embry
Sales Promotion and Publicity Director .....Buff Elias
Program Director-Chief Announcer Raymond W. Baker
Traffic Manager .....Catherine Sennott
Musical Director.....Wallace W. Ashley
Chief Engineer.....James Duff

•

W T B O

CUMBERLAND—EST. 1929

NATIONAL BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Associated Broadcasting Corporation
Address.....31 Frederick St.
Phone Number.....Cumberland 298 and 299
Transmitter Location.....Fort Hill, Cumberland
Time on the Air.....6:00 a.m. to 12 midnight; Sundays, 8:00 a.m. to 12 midnight
News Service.....AP, UP
Transcription Service.....World Broadcasting System
Representative.....Spot Sales, Inc.

Personnel

President-General Manager..Aurelia S. Becker
Station and Commercial Manager.....Dale Robertson
News Editor .....Nelson Spencer
Office Manager .....Angela Ryland

•

W F M D

FREDERICK—EST. 1936

COLUMBIA BROADCASTING SYSTEM

Frequency: 930 Kc.....Power: 500 Watts
Owned-Operated By.....Monocacy Broadcasting Company
Business Address.....Winchester Hall
Phone Number.....Frederick 1626, 1627
Studio Addresses.....Winchester Hall, Gobrecht Bldg., Hanover, Pa.; 32 W. Main St., Westminster, Md. and Leesburg, Va.
Transmitter Location.....Frederick, Md.
Time on the Air.....6:30 a.m. to 12:05 a.m.; Sundays, 7:30 a.m. to 12:05 a.m.
News Service.....Transradio
Transcription Service.....World Broadcasting System
Representative.....Howard H. Wilson Co.

Personnel

President.....Major Laurence Leonard
Vice-President and General Manager, A. V. Tidmore
Commercial Manager.....J. F. Eisenhauer
Program Director .....Eve Chamberlain
Chief Engineer.....A. V. Tidmore

•

W J E J

HAGERSTOWN—EST. 1932

MUTUAL BROADCASTING SYSTEM
ATLANTIC COAST NETWORK-MARYLAND COVERAGE NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Hagerstown Broadcasting Co.
Address.....Franklin Court
Phone Number.....2323
Transmitter Location.....Carrol Heights
Time on the Air.....7:00 a.m. to 2:00 a.m.
Transcription Service .....Associated
News Service.....Transradio
Representative.....William G. Rambeau Co.

Personnel

Chief Executive.....Grover C. Crilley
National Sales Manager.....H. A. Seville
Commercial Manager.....Clarence Myers
Program Director.....Amos Harper
Director of War Programs.....Bernice Crilly
Chief Engineer.....George W. McIntire

•

W B O C

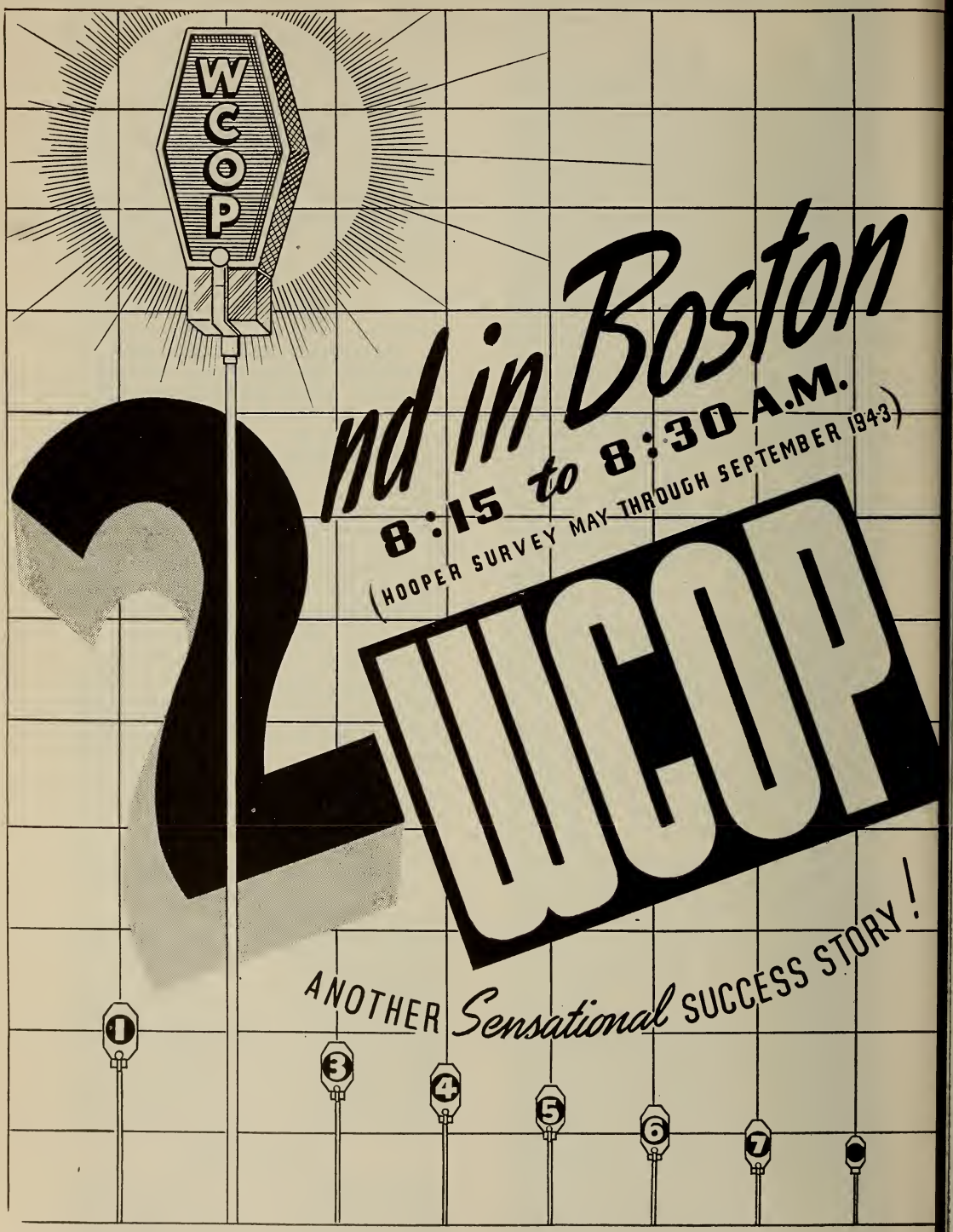
SALISBURY—EST. 1940

MUTUAL BROADCASTING SYSTEM
ATLANTIC COAST NETWORK-MARYLAND COVERAGE NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....The Peninsula Broadcasting Co.
Address.....Radio Park
Phone Number.....Salisbury 2480-2481
Transmitter Location..1 mile north of Salisbury
Time on the Air: 7 a.m. to 11:15 p.m.; Sundays, 8:25 a.m. to 11 p.m.
News Service.....UP
Transcription Service.....World Broadcasting System

Personnel

President.....John W. Downing
General Manager.....Charles J. Truitt
Assistant Program Director.....Jane Allen
Chief Announcer.....Lonnie Starr
Musical Director.....Russell Yohe
Chief Engineer.....Peter A. Alfonsi


WCOP
2nd in Boston
8:15 to 8:30 A.M.
(HOOPER SURVEY MAY THROUGH SEPTEMBER 1943)
WCOP
ANOTHER Sensational SUCCESS STORY!
1
3
4
5
6
7

MASSACHUSETTS

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

WBZ & WBZA

BOSTON & SPRINGFIELD

EST. 1921

NATIONAL BROADCASTING CO.
NEW ENGLAND REGIONAL NETWORK

Frequency: 1030 Kc.....Power: 50000 (WBZ), 1000 (WBZA)
Owned and Operated By.....Westinghouse Radio Stations, Inc.
Addresses.....Hotel Bradford, Boston; Hotel Kimball, Springfield
Phone Number.....Hancock 4261 (WBZ), Springfield 6-8336 (WBZA)
Transmitter Locations.....Hull, Mass. (WBZ), Springfield, Mass. (WBZA)
Time on the Air: 6 a.m. to 1 a.m.; Sundays, 8 a.m. to 1 a.m.
News Service.....AP, UP
Transcription Service.....Standard Radio and NBC Thesaurus
Representative.....National Broadcasting Co. (National); Weed & Co. (Regional)

Personnel

President.....Geo. H. Bucher
Station Manager.....C. S. Young
Program Manager.....W. Gordon Swan
Production Manager.....John H. Wright
Sales Manager.....C. Herbert Massé
Sales Promotion Manager...Harry D. Goodwin
Publicity Director.....George W. Slade
Musical Director.....Avner Rakov
Chief Engineer.....W. H. Hauser (WBZ)
Chief Engineer.....H. E. Randol (WBZA)

WCOP

BOSTON—EST. 1935

AMERICAN BROADCASTING CORP.

Frequency: 1150 Kc.....Power 500 Watts
Owned By.....American Broadcasting Corp.
Operated By..Massachusetts Broadcasting Co.
Address.....Copley-Plaza Hotel
Phone Number.....COMmonwealth 1717
Transmitter Location..Off Speedway, Brighton, Mass.
Time on the Air.....18 hours daily
News Service.....INS and AP
Transcription Service.....Standard Radio

Personnel

President.....Harold A. Lafount
General Manager .....George Lasker
Assistant Manager.....A. N. Armstrong, Jr.
Program-Musical Director .....Hal Tunis
Production Manager.....Frances Lescoe
Chief Announcer.....George Hartrick
News Editor .....Leon Lipson
Chief Engineer.....Roland C. Hale

WEEI

BOSTON—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 590 Kc.....Power: 5000 Watts
Owned-Operated By...Columbia Broadcasting System
Business Address.....182 Tremont St.
Phone Number.....HUBbard 2323
Studio Address.....182 Tremont St.
Transmitter Location.....Mystic Valley Parkway, Medford, Mass.
Time on the Air: 5:30 a.m. to 1:05 a.m.; Sundays, 8 a.m. to 1:05 a.m.
News Service.....AP, UP
Transcription Service.....World Broadcasting
Representative .....Radio Sales

Personnel

Station Manager.....H. E. Fellows
Assistant Manager and Director of Programs and Sales.....Kingsley Horton
Assistant Sales Manager.....H. R. Marks
Sales Promotion Manager.Guy H. Cunningham
Production Manager.....R. G. Girardin
War Program Director.....F. H. Garrigus
Director of Press Information..Marie Houlahan
Chief Announcer.....C. H. Dickerman
Musical Director.....Francis E. Bellizia
Chief Engineer.....W. J. Stiles

WHDH

BOSTON—EST. 1929

BLUE NETWORK

Frequency: 850 Kc.....Power: 5000 Watts
Owned-Operated By.....Matheson Radio Co.,
Address.....Hotel Touraine, 62 Boylston St.
Phone Number.....Hancock 0900
Transmitter Location.....Saugus, Mass.
Time on the Air.....6:30 a.m. to 1 a.m.
News Service.....UP and AP
Transcription Service.....World Broadcasting System, Associated Recorded Program Service, C. P. MacGregor
Representative.....Spot Sales, Inc.

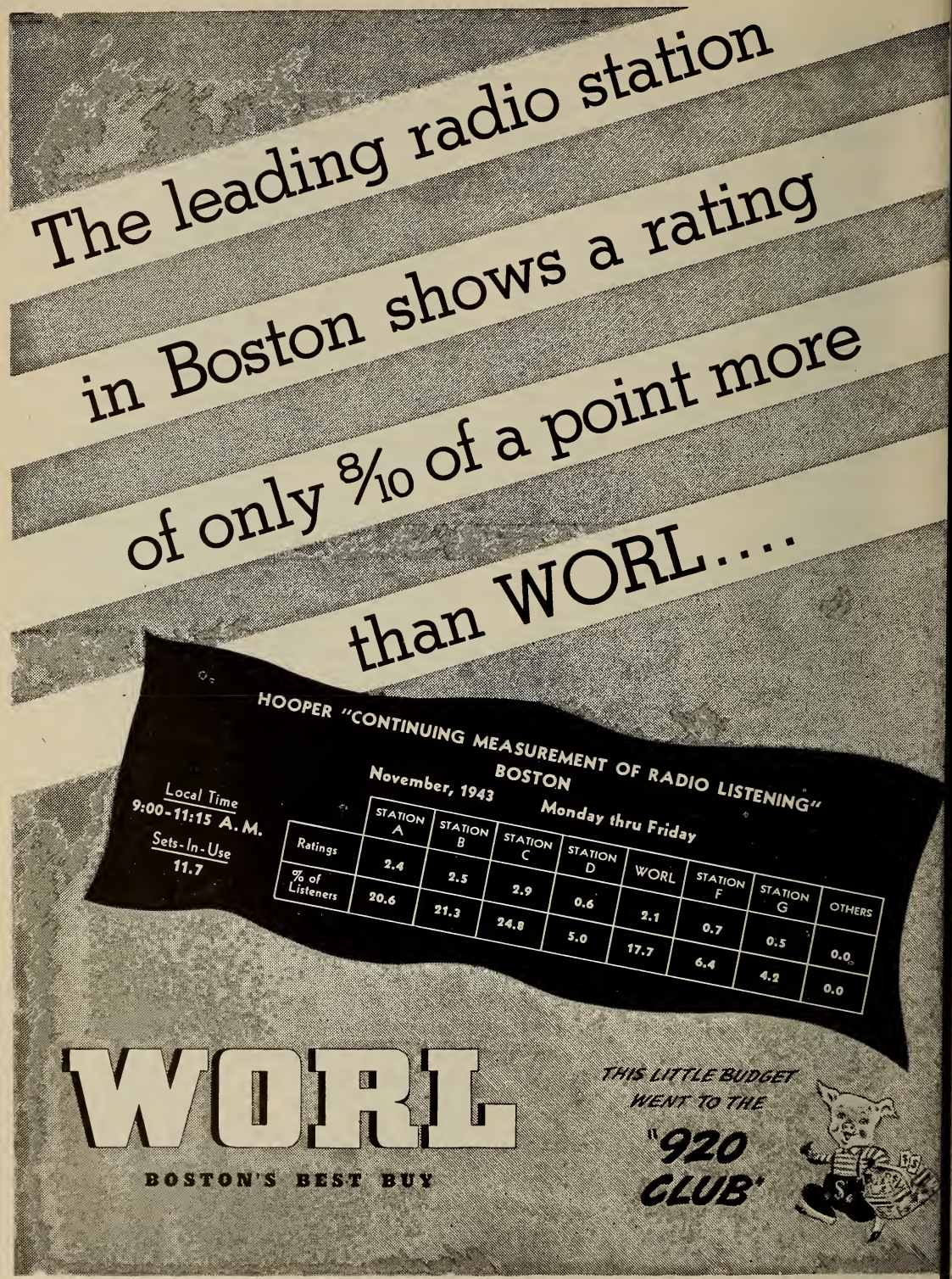
Personnel

President.....A. E. Matheson
General Manager.....John J. Matheson
Sales Manager.....R. G. Matheson
Program Director.....A. J. Friend
Chief Engineer.....R. G. Matheson

WMEX

BOSTON—EST. 1934

Frequency: 1510 Kc.....Power: 5000 Watts
Owned-Operated By .....Northern Corp.


The leading radio station
in Boston shows a rating
of only 8/10 of a point more
than WORL....
HOOPER "CONTINUING MEASUREMENT OF RADIO LISTENING"
BOSTON
November, 1943
Monday thru Friday
Local Time
9:00-11:15 A.M.
Sets-In-Use
11.7
Ratings
% of Listeners
STATION A
STATION B
STATION C
STATION D
WORL
STATION F
STATION G
OTHERS
2.4
20.6
2.5
21.3
2.9
24.8
0.6
5.0
2.1
17.7
0.7
6.4
0.5
4.2
0.0
0.0
WORL
BOSTON'S BEST BUY
THIS LITTLE BUDGET
WENT TO THE
"920
CLUB"

Address: WMEX Bldg., 70 Brookline Ave.
Phone Number.....Commonwealth 3900
Transmitter Location.....Quincy, Mass.
Time on the Air.....7:30 a.m. to 12 midnight; Sundays, 9:00 a.m. to 12 midnight
Transcription Service.....Lang-Worth
Representative.....Joseph Hershey McGillvra, Inc.

Personnel

President-Program Director....John E. Reilly
Managing Director-Chief Engineer .....Alfred J. Pote

•

WNAC

BOSTON—EST. 1922

MUTUAL BROADCASTING SYSTSM
YANKEE NETWORK

Frequency: 1260 Kc.....Power: 5000 Watts
Owned-Operated By: The Yankee Network, Inc., 21 Brookline Ave.
Phone Number .....COMmonwealth 0800
Transmitter Location: Montclair, Quincy, Mass.
Time on the Air: 6 a.m. to 1 a.m.; Sundays, 8 a.m. to 1 a.m.
News Service .....AP
Transcription Service..... Associated and Standard
Representative.....Edward Petry & Co., Inc.

Personnel

Chairman of the Board and General Manager.....John Shepard, 3rd
Executive Vice-President and Station Manager .....Linus Travers
Promotion and Publicity Director .....James S. Powers
Program Director .....Herbert Rice
War Program Director.....George Steffy
Production Director.....Herbert Rice
Editor of News Service.....Robert Myers
Musical Director.....Francis J. Cronin
Chief Engineer .....Irving B. Robinson

•

WORL

BOSTON—EST. 1926

Frequency: 950 Kc.....Power: 1000 Watts
Owned-Operated By: Broadcasting Service Organization, Inc.
Address.....216 Tremont St.
Transmitter Location .....Needham, Mass.
Time on the Air..Local sunrise to local sunset
News Service.....AP and UP

Personnel

General Manager.....George Lasker
Publicity Director.....Robert Sanford
Program Director.....Robert N. Perry
Chief Engineer .....John Parker

WSAR

FALL RIVER—EST. 1921

MUTUAL — COLONIAL & YANKEE

Frequency: 1480 Kc.....Power: 1000 Watts
Owned-Operated By: Doughty & Welch Electric Co.
Address..... 102 S. Main St.
Phone Numbers: 7-9477-8 (studio); 2,4261 (Transmitter)
Transmitter Location.....So. Somerset
Time on the Air: 7:30 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
News Service .....INS
Transcription Service.....Standard Radio
Representative.....The Walker Co., R. C. Foster Co.

Personnel

President and Station Manager..Wm. T. Welch
Secretary and Assistant Treasurer, Philly J. Maurettie
Program Director.....Josephine Y. Welch
Commercial Manager.....Leonard C. Cox
Chief Announcer.....Angus Bailey
Chief Engineer .....John C. Pavao

•

WEIM

FITCHBURG—EST. 1941

MUTUAL-YANKEE

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By..Radio Station WEIM, Inc.
Address .....717 Main Street
Phone Number.....Fitchburg 1600
Transmitter Location..Lunenberg-Fitchburg line
Time on the Air.....Unlimited
New Service.....AP
Transcription Service..... Lang-Worth
National Representative.....The Walker Co.

Personnel

President .....Ruben E. Aronheim
General Manager and Program Director.....Earle G. Clement
Commercial Manager and Publicity Director....Mortimer Silverman, Jr.
War Program Director.....Joan Shirlee
Chief Engineer .....Theodore Kalin
Record MC .....Eddie Johnson

•

WHAI

GREENFIELD—EST. 1938

MUTUAL-YANKEE NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....John W. Haigis
Address .....354 Main St.
Phone Number..... 4301
Transmitter Location..... Woodard Rd.
Time on the Air.....7:30 a.m. to 11:30 p.m.
Transcription Service.....World Broadcasting System
Representative.....Burn-Smith Co.

Personnel

Owner.....John W. Haigis
Station Manager.....Horace W. Nichols
Commercial-Sales Promotion Manager .....Horace W. Nichols
Publicity Director.....William M. Harris
Program Director.....Ann M. Erickson
Chief Announcer and Musical Director.....Gordon Lewis
Chief Engineer.....Leland F. Wheeler

•

WHYN

HOLYOKE—EST. 1941

MUTUAL-YANKEE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By ...Hampden-Hampshire Corporation
Business Address.....180 High Street
Phone Numbers.....8238, 8239
Studio Addresses: 180 High Street; 80 Main Street, Northampton; Canal Street, South Hadley Falls
Transmitter Location...Canal St., South Hadley Falls, Mass.
Time on the Air: 7 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
Newspaper Affiliation.....Holyoke-Transcript Telegram; Daily Hampshire Gazette (Northampton)
News Service..... UP
Transcription Service.....Associated
Representatives.....Bertha Bannon

Personnel

President .....Mrs. William R. Dwight
Station and Commercial Manager...Patrick J. Montague
Publicity and Musical Director.....Jay Heitin
Program Director.....Thomas R. Humphrey
Chief Announcer .....Ward Gardner
Chief Engineer.....Thomas Humphrey
Record MC .....Dick Lavigne

•

WLAW

LAWRENCE—EST. 1937

COLUMBIA BROADCASTING SYSTEM

Frequency: 680 Kc.....Power: 5000 Watts
Owned-Operated By.....Hildreth & Rogers Company
Address.....278 Essex Street
Phone Numbers..Lawrence 4107, 4108 & 4109
Transmitter Location.....River Road, West Andover, Mass.
Time on the Air: 6 a.m. to 1 a.m. (19 hours); Sunday, 8 a.m. to 1 a.m.

★ ***REACH NEW ENGLAND'S MOST CONCENTRATED INDUSTRIAL AREA***

QUICKLY • SURELY • ECONOMICALLY

with **WLAW**

MASSACHUSETTS

COLUMBIA'S VOICE IN NORTHERN NEW ENGLAND

5000 W. • 680 Kc.

REP.: THE KATZ AGENCY

News Service..... UP
Transcription Service.....Standard Radio Thesaurus
Representative.....The Katz Agency, Inc.

Personnel

President.....Irving E. Rogers
Station Manager.....George H. Jaspert
Commercial Manager.....David M. Kimel
Program Director.....Joseph P. Oakes
Publicity Director.....William B. Sherman
Chief Announcer.....Fred P. Laffey
Chief Engineer.....George A. Hinckley

•

WLLH

LOWELL-LAWRENCE—EST. 1934

MUTUAL-YANKEE NETWORK

Frequency: 1400 Kc.....Power: Lowell, 250 Watts; Lawrence, 100 Watts
Owned-Operated By ..Merrimac Broadcasting Co., Inc.
Business Address 39 Kearney Square, Lowell
Phone Numbers.....Lowell 8715; Lawrence 2-2148
Studio Addresses:.....Rex Center, Lowell; Cregg Building, Lawrence
Transmitter Location: 39 Kearney Square, Lowell; Cregg Building, Lawrence
Time on the Air: 6:25 a.m. to 12 midnight;
News Service..... INS
Transcription Service: Associated Music Publishers
Representative.....Edward Petry & Co., Inc.

Personnel

President .....A. S. Moffat
Station Manager.....Robert F. Donahue
Commercial Manager.....Haskell Bloomberg
Program Director and Chief Announcer .....Thomas Clayton
Chief Engineer.....Ralph Newton

•

WESX

MARBLEHEAD—EST. 1939

KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By: North Shore Broadcasting Company
Business Address.....126 Washington St., Salem, Mass.
Phone Number.....Salem 5670
Transmitter Location .....Marblehead
Time on Air.....7 a.m. to 11 p.m.
Transcription Service.....World Broadcasting System; Associated Music Publishers; NBC Thesaurus; Keystone
Representative.....R. C. Foster & Co.

Personnel

President .....Charles W. Phelan
General Manager.....A. M. Morgan

WNBH

NEW BEDFORD—EST. 1921

BLUE NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By: E. Anthony & Sons,
Business Address.....588 Pleasant St.
Phone Number..... 8-5228
Studio Address.....588 Pleasant Street
Transmitter Location.....Crow Island, Fairhaven, Mass.
Time on the Air: 7:30 a.m. to 11:30 p.m.; Sundays, 8:30 a.m. to 11:30 p.m.
Newspaper Affiliation....New Bedford Standard Times and Cape Cod Standard Times
News Service .....AP
Transcription Service.....NBC Thesaurus
Representative:
William G. Rambeau (after May 1)

Personnel

President .....Basil Brewer
Station Manager.....Hugh R. Norman
Program Director.....Donald L. Sellers
Chief Announcer .....Bill Pendergrast
Chief Engineer.....Irving Vermilya

•

WBRK

PITTSFIELD—EST. 1938

MUTUAL—COLONIAL & YANKEE NETWORKS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Monroe B. England
Address .....8 Bank Row
Phone Number.....2-1553
Transmitter Location.....1100 East St.
Time on the Air.....7 a.m. to 12 midnight
News Service.....UP
Transcription Service .....Standard
Representative .....Burn-Smith Co.

Personnel

President-Station Manager..Monroe B. England
Station Manager.....John Parsons
Program Director .....William Geary
Sales Promotion Manager.....William Geary
Chief Announcer .....Dick Mills
Chief Engineer.....Leonard Lavendol

•

WMAS

SPRINGFIELD—EST. 1932

COLUMBIA BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....WMAS, Inc.
Address ..... Hotel Charles
Phone Number..... 7-1414
Transmitter Location..... Pynchon Park
Time on the Air.....7 a.m. to midnight
News Service .....INS
Transcription Service.....Associated Music
Representative.....Edward Petry & Co.

Personnel

President .....A. S. Moffat
General Manager.....Warren M. Greenwood
Production Manager.....Ethel B. Henin
Chief Announcer .....Ben Sweet
Chief Engineer.....Earle G. Hewinson
Record MC .....Harry Robator

•

W S P R

SPRINGFIELD—EST. 1936

BLUE NETWORK

Frequency: 1270 Kc.....Power: 500 Watts
Owned-Operated By.....WSPR, Inc.
Address .....63 Chestnut Street
Phone Number.....Springfield 6-2757
Transmitter Location: Union St. and Palmer Ave., West Springfield, Mass.
Time on the Air: 7 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
News Service....INS, AP (after June 3, 1944)
Transcription Service..... Langworth
Representatives: Geo. P. Hollingbery & Co.; Bertha Bannon

Personnel

President-Station Manager..Quincy A. Brackett
Vice-President-Commercial Manager
Milton W. Stoughton
Program-Production Director,
Wayne Henry Latham
Publicity Director.....Howard S. Keefe
Chief Announcer.....Robert L. Jones
Chief Engineer.....Lawrence A. Reilly

•

W A A B

WORCESTER—EST. 1930

MUTUAL-YANKEE NETWORK

Frequency: 1440 Kc.....Power: 5000 Watts
Owned-Operated By....The Yankee Network, Inc.
Address.....604 State Mutual Bldg.
Phone Number 6-1411
Transmitter Location.....Holden, Massachusetts
Time on the Air: 6 a.m. to midnight; Sunday, 8 a.m. to midnight
News Service .....AP
Transcription Service.....Associated Music Publishers and Standard
Representative.....Edward Petry & Co., Inc.

Personnel

Chairman of the Board and General Manager.....John Shepard, 3rd
Executive Vice-President.....Linus Travers
Station Supervisor-Sales Manager.....Dorothy Robinson
Publicity Director.....James S. Powers
Merchandising .....Arthur Lathrop
Special Events .....George Steffy
Program Director .....Herbert Rice
Production Director .....Herbert Rice
Editor of News Service.....Robert Myers
Musical Director.....Francis J. Cronin
Chief Announcer .....Albert Hiorns
Chief Engineer .....Joseph Grahn

•

W O R C

WORCESTER—EST. 1925

BLUE NETWORK

Frequency: 1310 Kc.....Power: 1000 Watts
Owned-Operated By.....A. F. Kleindienst
Address.....65 Elm Street
Phone Number..... 5-3101
Transmitter Location.....Auburn, Mass.
Time on the Air.....7 a.m. to 12 midnight; Sundays, 8:45 a.m. to 11:15 p.m.
News Service.....INS
Transcription Service .....Lang-Worth
Representative.....Weed & Co.

Personnel

Owner .....A. F. Kleindienst
Station Manager.....Mildred P. Stanton

•

W T A G

WORCESTER—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 580 Kc.....Power: 5000 Watts
Owned and Operated By: Worcester Telegram Publishing Company, Inc.
Address.....18-20 Franklin Street
Phone Number.....5-4321
Transmitter Location.....Holden, Mass.
Time on the Air.....6 a.m. to 12:05 a.m.
Newspaper Affiliation: Worcester Telegram & The Evening Gazette
News Service ..... AP
Transcription Service.....World Broadcasting System; Associated
Representatives.....Paul H. Raymer Co.; Bertha Bannan

Personnel

Vice-President-General Manager ....George F. Booth
Managing Director.....Edward E. Hill
Commercial Manager.....Herbert L. Krueger
Manager of Local Sales.....Robert I. Brown
Production-Program Director..David H. Harris
Publicity Director.....Mitzi Kornetz
War Program Director.....Mary Lou Evans
Chief Announcer.....Philip Brook
Musical Director .....Del Brissette
Chief Engineer.....Elliot A. Browning

No other broadcaster can make this claim!

Only way to reach the 5,000,000 radio listeners of Michigan is with the Michigan Radio Network

national network originations make WXYZ a great station!



The Lone Ranger

Longest-running network evening dramatic show—entering its 12th year on the air—"The Lone Ranger" is produced at WXYZ in Detroit for the Blue and Don Lee chains.

MICHIGAN

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

WELL

BATTLE CREEK—EST. 1925

BLUE NETWORK
MICHIGAN RADIO NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By .....Federated Publications, Inc.
Address: 1 W. Michigan Ave., Michigan National Bank Bldg.
Phone Numbers.....5655; 7166
Transmitter Location.....Michigan National Bank Bldg.
Time on the Air.....Unlimited license
Newspaper Affiliation.....Enquirer-News
Transcription Service.....Associated Music
Representative.....Burn-Smith Company, Inc.

Personnel

President .....A. L. Miller
General Manager.....D. E. Jayne
Commercial Manager.....E. P. Mills
Chief Announcer.....Robert Lake
Chief Engineer.....Earl J. Stone

WBCM

BAY CITY—EST. 1925

BLUE NETWORK
MICHIGAN RADIO NETWORK

Frequency: 1440 Kc.....Power: 1000 d.; 500 n.
Owned-Operated By...Bay Broadcasting Co.
Address ..... Wenonah Hotel
Phone Numbers.....Bay City 7551-7552
Transmitter Location .....Tuscola Road,
Time on the Air.....7 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
News Service ..... UP
Transcription Service .....NBC Thesaurus;
Representative .....George P. Hollingbery

Personnel

President .....Harley D. Peet
General Manager .....H. A. Giesel
Sales Promotion Manager ....A. F. Huebner
Chief Engineer.....Ralph H. Carpenter

WHDF

CALUMET—EST. 1929

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By: Upper Michigan Broadcasting Co.
Business Address.....Community Bldg., Houghton, Mich.
Phone Numbers: Houghton 1; Calumet 869
Studio Addresses: 515 Scott St., Calumet; Community Bldg., Houghton
Transmitter Location.....Laurium, Michigan
Time on the Air..... 7:30 a.m. to 10 p.m.
Newspaper Affiliation...Daily Mining Gazette
News Service..... AP
Transcription Service.....World, Standard, Lang-Worth, Keystone
Representative.....Sears and Ayer, Inc.

Personnel

President .....A. L. Burgan
V. P. & Gen. Mgr.....John W. Rice
Commercial Manager.....Albert W. Payne
Program Director.....Earl Nordeen
Technical Supervisor.....George L. Burgan

WJBK

DETROIT—EST. 1928

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By....James F. Hopkins, Inc.
Address.....6559 Hamilton Avenue
Phone Number.....Trinity 2-2000
Transmitter Location.....15555 Woodrow Wilson Avenue
Time on the Air.....24 hours a day
News Service .....AP
Transcription Service.....Associated Music Publishers; World and Standard
Representatives.....Forjoe & Company, Hal Holman

Personnel

President-Station Manager...James F. Hopkins
Commercial Manager.....A. H. Crogan
Program Director.....Sybil Krieghoir
Publicity Director.....N. W. Hopkins
Musical Director .....Pete Angel
Chief Announcer and Engineer...E. McKenzie

WJLB

DETROIT—EST. 1926

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By: John L. Booth Broadcasting, Inc.
Address....31st and 34th Floor, Eaton Tower
Phone Number.....Cadillac 7600
Transmitter Location...7310 Woodward Ave.
Time on the Air.....20½ hours daily
News Service.....INS; AP
Transcription Service.....NBC Thesaurus
Representative.....Burn-Smith Co.

Personnel

President-General Manager....John L. Booth
Vice-President .....W. W. Booth
Treasurer-Auditor..... Hugh M. Gray
Sales Manager.....Paul Y. Clark
Publicity Director.....M. Brachman
Chief Engineer.....Edward Clark



As center of the vast automobile industry, Detroit ranked fourth before the war among the markets of America. During the last two years, as heart of the country's gigantic armament effort, it has grown enormously. Today, with plant and production facilities unequaled anywhere in the world, Detroit is assuring its peacetime future and creating market potentialities impossible to overrate.

- POPULATION GAIN — 552,000 between April, 1940, and August, 1943 . . . enough "new Detroiters" to populate a city larger than Cincinnati, Ohio! Total population of Metropolitan Area now estimated at 2,295,000.
- BANK SAVINGS — June, 1943, $439,843,756, representing an *increase* of $108,179,905, or 33% over June, 1942.
- FAMILY INCOME — The average Detroit factory worker's *family* income is now estimated at $109.85 weekly—more than *twice* as much as in 1940! The number of workers per family has increased 22%.
- PER CAPITA INCOME in Wayne County (which is largely Detroit) in 1943 is estimated at $1,570, or $520 above the national average!

In this great and prosperous market, WWJ has led all radio stations in listener preference for more than 23 years, a leadership attained through fine programming and by consistent broadcasting in the public interest.

WWJ

America's Pioneer Broadcasting Station — First in Detroit

Owned and Operated by The Detroit News

National Representatives

THE GEORGE P. HOLLINGBERY COMPANY

NBC Basic Network

Associate FM Station WENA

WJR

DETROIT—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 760 Kc.....Power: 50000 Watts
Owned-Operated By ....WJR, The Goodwill Station
Business Address.....2103 Fisher Building
Phone Number..... Madison 4440
Studio Address: 28th Floor Fisher Building
Transmitter Location.....Wyandotte, Mich.
Time on the Air.....Unlimited license
News Service .....AP, INS
Transcription Service.....World Broadcasting System; Standard Radio, Lang-Worth
Representative.....Edward Petry & Co., Inc.

Personnel

President .....G. A. Richards
Ass't to President.....Eugene Carr
Vice-President and Gen. Mgr...Leo Fitzpatrick
Ass't Gen'l Manager.....Owen F. Uridge
Sales Manager .....Charles G. Burke
Sales Promotion and Publicity.....Mark Haas
Program Director .....Franklin Mitchell
Production Manager .....Eric Howlett
Musical Director .....Samuel Benavie
Chief Engineer .....Merrill Mitchell

•

WWJ

DETROIT—EST. 1920

NATIONAL BROADCASTING CO.

Frequency: 950 Kc.....Power: 5000 Watts
Owned-Operated By: EveningNews Association
Business Address.....615 W. Lafayette
Phone Number .....RAndolph 2000
Studio Address.....624-30 W. Lafayette
Transmitter Location: 12700 W. 8 Mile Road, Oak Park, Detroit, Michigan
Time on the Air.....6:30 a.m. to 1 a.m.
Newspaper Affiliation.....The Detroit News
News Service ..... UP
Transcription Services...Lang-Worth; Standard
Representative.....George P. Hollingbery Co.

Personnel

General Manager.....Harry Bannister
Assistant Manager.....Edwin K. Wheeler
Business Manager .....Forrest Wallace
Sales Manager.....Harry Betteridge
Sales Promotion Manager.....Jake Albert
Program Director.....Don F. DeGroot
Production Manager.....Ernest Ricca
Publicity Director .....Herschell Hart
Musical Director .....Mischa Kottler
Chief Engineer.....Herbert F. Tank

•

WXYZ

DETROIT—EST. 1930

BLUE NETWORK—MICHIGAN RADIO NETWORK

Frequency: 1270 Kc.....Power: 5000 Watts
Owned-Operated By: King-Trendle Broadcasting Corporation
Business Address.....1700 Stroh Building
Phone Number .....Cherry 8321
Studio Address .....8415 East Jefferson Ave.
Transmitter Location.....15500 Joy Road
Time on the Air.....6:30 a.m. to midnight
News Service .....UP and INS
Transcription Service.....Standard Radio; Associated Music and Lang-Worth
Representative.....Paul H. Raymer Co.

Personnel

President.....George W. Trendle
Vice-President .....John H. King
Secretary-General Manager H. Allen Campbell
Asst. Comm. Mgr.....James G. Riddell
Sales Promotion, Advertising and Publicity.....Lambert B. Beeuwkes
Studio Manager.....H. Earl Moore
Director of Production....Charles Livingstone
Merchandising Manager...Harold S. Christian
News Editor..... Felix Holt
Chief Announcer.....Jack McCarthy
Traffic Manager .....Bess Ashton
Musical Director..... Benny Kite
Chief Engineer .....Verne C. Alston

(See Page 462)

•

WKAR

EAST LANSING—EST. 1922

Frequency: 870 Kc.....Power: 5000 Watts
Owned-Operated By...Michigan State College
Business Address.....East Lansing
Phone Number.....8-1511, ext. 600
Studio Address.....Auditorium Building
Transmitter Location..... Campus
Time on the Air.....7 a.m. to 7 p.m.
News Service .....AP
Transcription Service.....Lang-Worth;

Personnel

Station Manager.....Robert J. Coleman
Chief Engineer.....Norris Grover

(Non-Commercial Station)

•

WDBC

ESCANABA—EST. 1941

BLUE NETWORK
MICHIGAN RADIO NETWORK
NORTHERN NETWORK
KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Delta Broadcasting Company
Address.....First and Ludington Streets
Phone Number 787
Transmitter Location.....First and Ludington
Time on the Air.....Unlimited license
News Service .....UP
Transcription Service.....Standard Radio

Personnel

General Manager.....Gordon H. Brozek



WOOD with its 5000 watts day and night and its eight straight years of NBC programs, delivers the Grand Rapids Market all wrapped up in one time-tested, easy-to-buy package.

PAUL H. RAYMER CO., *Sales Representatives*

WOOD in Grand Rapids is the only station in outstate Michigan that delivers to advertisers the unbeatable combination of POPULATION . . . PROGRAMS . . . POWER.

WFDF

FLINT—EST. 1922

BLUE NETWORK
MICHIGAN RADIO NETWORK

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Operated By....Flint Broadcasting Co.
Address .....Union Industrial Bldg.
Phone Number 2-7158
Transmitter Location.....Bristol Road
Time on the Air.....7 a.m. to 11 p.m.
News Service .....AP
Transcription Service .....Lang-Worth and Standard
Representative.....Burn-Smith, Inc.

Personnel

President-Station Manager....Howard M. Loeb
Commercial Manager.....F. S. Loeb
Program Director.....Adrian R. Cooper
Production Manager.....Elmer Knopf
Publicity Director.....H. M. Loeb
Chief Announcer.....James Cleaver
Musical Director..... William Geyer
Chief Engineer.....Frank D. Fallain

•

WLAV

GRAND RAPIDS—EST. 1940

MUTUAL BROADCASTING SYSTEM
BLUE NETWORK
MICHIGAN RADIO NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Leonard A. Versluis
Address.....Keeler Building, 6 Fountain St., N.E.
Phone Number 6-5461
Transmitter Location....6 Fountain St., N.E.
Time on the Air.....Unlimited license
News Service.....INS
Transcription Service.....Standard Radio
Representative..Joseph Hershey McGillvra, Inc.

Personnel

Owner..... Leonard A. Versluis
Station Manager .....Hy M. Steed
Musical Director.....Frann Weigle
Chief Engineer.....Raymond Plank

•

WOOD

GRAND RAPIDS—EST. 1930

NATIONAL BROADCASTING CO.

Frequency: 1300 Kc.....Power: 5000 Watts
Owned-Operated By.....King-Trendle Broadcasting Corporation
Address ..16th Floor Grand Rapids National Bank Building
Phone Number..... 9-4211
Transmitter Location: Town Line Road, 4 miles south of Grand Rapids
Time on the Air: 6:30 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
News Service..... UP
Transcription Service.....Associated Music Publishers; Lang-Worth World
Representative.....Paul H. Raymer Co.

Personnel

President .....George W. Trendle
Station and Sales Manager.Stanley W. Barnett
Merchandising Manager.....Paul Eichhorn
Program and Production Director..Sandy Meek
War Program Director.....Carl S. Hester
Publicity Director .....Paul F. Eichorn
Chief Engineer.....Fred W. Russell
Record MC .....Glen Le Pard

•

WJMS

IRONWOOD—EST. 1931

MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By: Upper Michigan-Wisconsin Broadcasting Co., Inc.
Address.....124 E. McLeod Ave.
Phone Number ....., 20
Transmitter Location: U. S. Highway No. 2 & Douglas Boulevard
Time on the Air.....6:25 a.m. to 10:30 p.m.
News Service .....UP
Transcription Service .....Lang-Worth
Representative.....Sears & Ayer, Inc.

Personnel

President.....William L. Johnson
Station Manager.....J. W. Huss
Commercial Manager .....R. T. Bolich
Program Director.....Harold Ladin
Publicity Director .....Don Hoover
Chief Engineer .....Arne Dahlbacka

•

WIBM

JACKSON—EST. 1925

BLUE NETWORK
MICHIGAN RADIO NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By .....WIBM, Inc.
Address .....228 West Michigan Avenue
Phone Number 6121
Transmitter Location .....228 West Michigan Avenue
Time on the Air.....6:30 a.m. to 12 midnight
News Service ..... AP
Transcription Service.....Standard Radio
Representative.....Forjoe & Company

Personnel

President ..... Herman Radner
Vice-President and Station Manager ..... Roy Radner
Sales Promotion Manager.....William Cizek
Chief Engineer .....C. W. Wirtanen

WKZO

KALAMAZOO-GRAND RAPIDS
EST. 1923

COLUMBIA BROADCASTING SYSTEM

Frequency: 590 Kc.....Power: 5000 Watts
Owned By .....Fetzer Broadcasting Co.
Operated By.....John E. Fetzer
Business Addresses: P. O. Box 866 (Kalamazoo); P. O. Box 203 (Grand Rapids)
Phone Numbers.....3-1223 (Kalamazoo); 6-1222 (Grand Rapids)
Studio Addresses: 7th Fl., Burdick Hotel (Kalamazoo); 2nd Fl., Herpolsheimer Store (Grand Rapids)
Transmitter Location.....Parchment, Michigan
Time on the Air: 6 a.m. to 11:30 p.m.; Saturday, 6 a.m. to 12:05 a.m.
News Service .....AP
Transcription Service.....Standard Radio
Representative....Free & Peters, Incorporated

Personnel

President-General Manager....John E. Fetzer
Commercial Manager.....John W. O'Harrow
Sales Promotion Manager ....Thomas P. White
Program Director .....Paul H. Aurandt
Production and Publicity.....Hooper White
Director of War Programs....Rhea Y. Fetzer
Chief Engineer.....Carl E. Lee

•

WJIM

LANSING—EST. 1934

BLUE NETWORK
MICHIGAN RADIO NETWORK

Frequency: 1240 Kc. .....Power: 250 Watts
Owned-Operated By..... WJIM, Inc.
Address .....15th Floor, Bank of Lansing, Bldg.
Phone Number.....2-1333-4-5
Transmitter Location.....15th Floor, Bank of Lansing Bldg.
Time on the Air: 7 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
News Service ..... UP
Transcription Service....Associated Recorded Program Service

Personnel

President .....Lt. Harold F. Gross
Acting Station Manager and Program Director .....Bob Innes
Commercial Manager ....Fred Wagenvoord
Sales Promotion Manager.....O. S. Jones
Production Manager .....Jack Parker
Publicity Director .....Jim Lewis
Chief Announcer and Musical Director .....Bob Clayton
Chief Engineer .....Melvin Wirth

WMPC

LAPEER—EST. 1926

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By: The Liberty Street Church
Address .....803 Liberty St.
Phone Numbers.....455-J; 455-M
Transmitter Location.....803 Liberty St.
Time on the Air.....Specified Hours

Personnel

President-Station Manager.....Frank S. Hemingway
(Non-Commercial Station)

•

WDMJ

MARQUETTE—EST. 1931

BLUE NETWORK
MICHIGAN RADIO NETWORK
NORTHERN NETWORK
KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By: Lake Superior Broadcasting Co.
Address .....146 W. Washington
Phone Number 616
Transmitter Location.....146 W. Washington
Time on the Air.....Unlimited license
Newspaper Affiliation...Daily Mining Journal
News Service .....Transradio
Transcription Service.....World Broadcasting

Personnel

President .....Frank J. Russell, Jr.
General Manager.....Gordon H. Brozek

•

WKBZ

MUSKEGON—EST. 1926

BLUE NETWORK
MICHIGAN RADIO NETWORK

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Ashbacker Radio Corp.
Business Address.....424 Apple Ave.
Phone Number 26-051
Studio Address..... 424 Apple Ave.
Transmitter Location... Muskegon Township
Time on the Air.....6 a.m. to 12 Midnight
News Service .....UP
Transcription Service.... World Broadcasting
Representative..... Burn-Smith Co.

Personnel

President-Station Manager.....Grant F. Ashbacker
Commercial Manager.....William C. Wester
Sales Promotion Manager....G. F. Ashbacker
Program Director .....Loran Haney
Production and Publicity Manager .....Bill Bennett
Chief Announcer.....Anson Van Alstyne
Chief Engineer.....Geo. Krivitzky

WCAR

PONTIAC—EST. 1939

Frequency: 1130 Kc.....Power: 1000 Watts
Owned-Operated By ..Pontiac Broadcasting Company
Address.....6th Floor Riker Building
Phone Number..... Pontiac 7141
Transmitter Location: Between Square Lake & Telegraph Roads, Bloomfield Township, Oakland County, Michigan
Time on the Air: Local sunrise to local sunset
News Service .....INS and AP
Transcription Service....Lang-Worth; Standard
Representative.....John E. Pearson Co.

Personnel

President and General Manager .....H. Y. Levinson
Sales Promotion Manager....George M. Stutz
Program-Production Director..Howard Donahoe
Administrative Secretary.....Cloman Pipe
Chief Announcer .....Lyle Bond
Chief Engineer.....Wayne N. Cook

•

WHLS

PORT HURON—EST. 1938

MUTUAL BROADCASTING SYSTEM
WOLVERINE NETWORK
KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Port Huron Co.
Address ..... 932 Military St.
Phone Number.....2-3151
Transmitter Location....32nd St. and Lapeer
Time on the Air.....7 a.m. to Midnight
News Service..... UP
Transcription Service.....Associated Music

Personnel

President-Station Manager..Harmon L. Stevens
Commercial Manager.....Robert Mackin
Sales Promotion Manager.....V. O. Cram
Musical Director.....Lyle Patterson
Chief Engineer.....Leslie Conant

•

WEXL

ROYAL OAK—EST. 1925

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By..Royal Oak Broadcasting
Address..... 212 West Sixth Street
Phone Numbers.....Elmhurst 6524
Transmitter Location.....2201 Woodward Heights Blvd., Ferndale, Michigan
Time on the Air.....24 hours daily
News Service .....INS

Personnel

President .....G. B. Hartick
Station and Commercial Manager .....E. C. Thompson
Program Director.....Kirk Knight
Chief Engineer.....Jerome Steadley

WSAM

SAGINAW—EST. 1940

NBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By...Saginaw Broadcasting
Business Address .....610 Eddy Bldg.
Phone Number.....2-5109
Studio Transmitter.....2745 Bay St.
Time on the Air.....7 a.m. to 11:30 p.m.
News Service.....INS
Transcription Service.....Standard Radio
Representative.....Headley-Reed Co.

Personnel

President.....Milton L. Greenebaum
Commercial.....Rockwell Force
Program Director .....Max McPhilliamy
Chief Engineer .....Ted Seaman

•

WSOO

SAULT STE. MARIE—EST. 1939

BLUE NETWORK
MICHIGAN RADIO NETWORK

Frequency: 1230 Kc.....Power: 250 d.; 100 n.
Owned-Operated By..... Hiawathaland Broadcasting Co.
Address .....107 West Portage Avenue
Phone Number 3000
Transmitter Location .....U. S. Highway No. 2
Time on the Air.....7 a.m. to 11 p.m.
Newspaper Affiliation .....Sault Ste. Marie Evening News
News Service .....AP
Transcription Service .....Standard Radio
Representative .....Joseph Hershey McGillvra

Personnel

President.....Stanley R. Pratt
Commercial Manager.....Richard Y. Burnett
Program Director.....Vera Hotton
Chief Engineer .....Eugene Kaari

•

WTCM

TRAVERSE CITY—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Midwestern Broadcasting Company
Address .....Anderson Building
Phone Number .....Traverse City 1150
Time on the Air.....Unlimited License
News Service.....AP
Transcription Service .....Lang-Worth

Personnel

President.....Les Biederman
Acting Manager.....Drew McClay
Chief Engineer..... Drew McClay



A New Sun in the Northwest Sky...

THE TEN *audience-dominating* NBC and Blue stations of the Northwest Network add up to the *only sales-wise* coverage of the important three-billion-dollar market represented by Minnesota, North and South Dakota and portions of Wisconsin, Montana and Wyoming. You can sell any part or all of this *urban-and-rural* market via the Northwest Network. Any combination of stations or the entire group may be used *without* line charges or the usual extra costs for network service.

KSTP—Minneapolis-St. Paul
WEBC—Duluth-Superior
WHLB—Virginia
WMFG—Hibbing
KROC—Rochester
KYSM—Mankato
KFAM—St. Cloud
WEAU—Eau Claire
WDAY—Fargo
KFYR—Bismarck

The NORTHWEST NETWORK

Represented Nationally by Edward Petry & Co. Executive Offices: Radisson Hotel, Minneapolis.

MINNESOTA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

K A T E

ALBERT LEA—EST. 1937

MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Albert Lea Austin Broadcasting Company
Address .....332 So. Broadway
Phone Number 2338
Transmitter Location.....332 So. Broadway
Time on the Air.....6:30 a.m. to 12 midnight
News Service.....UP
Transcription Service.....World Broadcasting System and Lang-Worth
Representative .....John E. Pearson Co.

Personnel

President and Station Manager..E. L. Hayek
Assistant Station Manager-Director of War Programs.....Warner C. Tidemann
Commercial Manager .....E. L. Hayek
Program Director.....Robert C. Paulson
Chief Engineer.....Lawrence Lawson

K D A L

DULUTH—EST. 1936

COLUMBIA BROADCASTING SYSTEM

Frequency: 610 Kc.....Power: 1000 Watts
Owned-Operated By..Red River Broadcasting Co., Inc.
Address.....218 Bradley Building
Phone Number.....Melrose 2628
Transmitter Location....Foot of 63rd Ave. W., West Duluth, Minn.
Time on the Air: 6:30 a.m. to 12 midnight; Sundays, 7:45 a.m. to 12 midnight
News Service .....AP
Transcription Service..Lang-Worth; Standard Radio
Representative.....Free & Peters, Inc.

Personnel

President-Station Manager..Dalton LeMasurier
Commercial Manager.....Odin S. Ramsland
Sales Promotion and Publicity Manager .....Frank Herrick
Program and Production Director .....Dick Lawrence
Chief Engineer.....Robert A. Dettman
Chief Announcer .....Peter Lyman

W E B C

DULUTH—EST. 1924

NATIONAL BROADCASTING CO-ARROWHEAD NETWORK
NORTHCENTRAL BROADCASTING SYSTEM
NORTHWEST NETWORK

Frequency: 1320 Kc.....Power: 5000 Watts
Owned-Operated By .....Head of The Lakes Broadcasting Co.
Address.....WEBC Bldg.
Phone Number.....Melrose 2873
Transmitter Location.....40th and Tower, Superior, Wisc.
Time on the Air.....Unlimited License
News Service .....UP and AP
Transcription Service.....NBC Thesaurus
Representative .....George P. Hollingbery Co.

Personnel

President.....Morgan Murphy
Station Manager.....Walter C. Bridges
Commercial Manager.....Thomas W. Gavin
Sales Promotion Manager Herbert H. Sonnenberg
Program Director-Production Manager Jerry Deane
Publicity Director.....Elinor Barney
Musical Director.....John Kleive
Chief Engineer.....William Lounsberry

K G D E

FERGUS FALLS—EST. 1926

MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1230 Kc...Power: 250 d.; 100 n.
Owned-Operated By.....Charles L. Jaren
Address .....Fergus Falls
Phone Number.....3986
Transmitter Location .....Fergus Falls
Time on the Air .....Unlimited license

Personnel

General Manager .....C. L. Jaren

W M F G

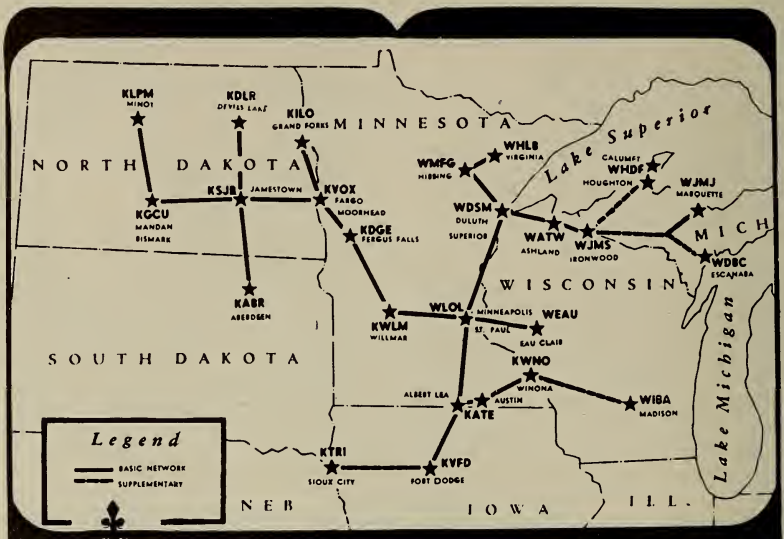
HIBBING—EST. 1935

NATIONAL BROADCASTING CO.
NORTH CENTRAL BROADCASTING SYSTEM
ARROWHEAD BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By..Head of Lakes Broadcasting Co.
Address .....Androy Hotel
Phone Number 1150
Transmitter Location.....Androy Hotel
Time on the Air.....6:30 a.m. to 11 p.m.
News Service .....UP
Representative.....Geoge P. Hollingbery Co.

Personnel

President .....Morgan Murphy
Station Manager.....H. S. Hyett
Chief Engineer.....William Lounsberry



SOUND RESULTS —That Cost You Less!

In a rich area where retail purchases last year exceeded two billion dollars . . . and where there are over a million and a half radio homes . . . NCBS is a wired network that gives maximum coverage at less cost per thousand radio homes.

Sales results have been proven by mail count. For instance, one program pulled more than 75,000 pieces of mail (each containing a boxtop) at a cost of less than one cent per letter. Results like that prove NCBS is the best buy in the North-west.

Write or Phone
For Full Particulars

NORTH CENTRAL BROADCASTING SYSTEM, INC.

JOHN W. BOLER, President

New York
8 East 41st Street
Lexington 2-6892

St. Paul, Minnesota
Commodore Hotel

Chicago, Illinois
360 North Michigan Avenue
State 4214

KYSM

MANKATO—EST. 1938

NBC
SOUTHERN MINNESOTA NETWORK
NORTHWEST NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....F. B. Clements
Address.....101 North 2nd Street
Phone Number 4673
Transmitter Location....Belgrade Hill—North Mankato, Minn.
Time on the Air.....6 a.m. to midnight
News Service .....UP
Transcription Service.....NBC Thesaurus
Representative .....John E. Pearson Co.

Personnel

President .....F. B. Clements
General Manager.....John F. Meagher
Sales Promotion Manager.....Rolf Julsrud
Program Director .....J. R. Loughrin
Production Manager .....Glen Hershey
Publicity Director .....Audrey Holmes
Musical Director .....Maurice Piche
Chief Announcer .....John Henkes, Jr.
Chief Engineer.....James Houts
Record MC .....Don French

•

WCCO

MINNEAPOLIS-ST. PAUL—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 830 Kc.....Power: 50000 Watts
Owned-Operated By ..Columbia Broadcasting System, Inc.
Business Address.....625 Second Avenue So.
Phone Number.....Main 1202
Studio Addresses: 625 Second Avenue So., Minneapolis, Minn.; Hotel Lowry, St. Paul
Transmitter Location.....Anoka, Minn.
Time on the Air.....5 a.m. to 1 a.m.
News Service.....AP; UP
Transcription Service.....Lang-Worth and Standard
Representative..... Radio Sales

Personnel

General Manager.....A. E. Joscelyn
Assistant General Manager-Program Director.....Al Sheehan
Commercial Manager .....Harvey Struthers
Sales Promotion Manager..Sam H. Kaufman
Educational Director.....Max Karl
Director of Press Information....Sam Kaufman
Musical Director.....Wallace Olson
Chief Engineer.....Hugh S. McCartney

•

WDGY

MINNEAPOLIS-ST. PAUL—EST. 1923

Frequency: 1130 Kc....Power: 5000 d.; 500 n.
Owned-Operated By.....George W. Young
Address .....Nicollet Hotel
Phone Number.....BRidgeport 7777 (Mpls.); MIdway 6363 (St. Paul)
Transmitter Location: 7401 Wayzata Blvd., Minneapolis (Route 7)
Time on the Air.....6 a.m. to sunset, MST.
News Service..... AP
Transcription Service .....Standard Radio, Lang-Worth
Representative.....William G. Rambeau Co.

Personnel

Owner and General Manager
George W. Young
Commercial Manager.....Lee L. Whiting
Program-Production Director..John MacKnight
Musical Director .....Walter Rudd

•

WLB

MINNEAPOLIS—EST. 1921

Frequency: 770 Kc.....Power: 5000 Watts
Owned-Operated By..University of Minnesota
Address.....WLB, University of Minnesota
Phone Number.....Main 8177
Transmitter Location..North Cleveland Avenue County Road A-2, St. Paul
Time on the Air: Two-thirds daytime hours (WLB shares time with WCAL)
News Service.....UP

Personnel

Manager..... Burton Paulu
Program Director.....Betty T. Girling
Chief Announcer .....Paul Brissey
Chief Engineer .....Berten Holmberg
(Non-Commercial Station)

•

WLOL

MINNEAPOLIS-ST. PAUL—EST. 1940

MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1330 Kc.....Power: 1000 Watts
Owned-Operated By..Independent Merchants Broadcasting Co.
Business Address.....1730 Hennepin Ave.
Phone Numbers..Atlantic 0406; Midway 4043
Studio Addresses: 1730 Hennepin Ave.; Commodore Hotel, St. Paul
Transmitter Location.....2508 Myrtle Ave., St. Paul
Time on the Air: 6 a.m. to 12:30 a.m.; Sundays, 7:30 a.m. to 12:30 a.m.
News Service .....INS
Transcription Service.....Associated Music Publishers
Representative.....The Foreman Company

Personnel

President .....C. J. Winton, Jr.
General Manager .....E. S. Mittendorf



JUDGED...and FOUND *Wanted!*

Since our first Planolyzed Promotion reports found their way to agencies' and advertisers' desks more than three years ago, these red folders have become familiar evidence of KSTP's *outstanding merchandising cooperation.*

For us, familiar evidence that Planolyzed Promotion has been *"judged . . . and found wanted"* is contained in hundreds of commendatory letters we have received from KSTP's clientele of leading agencies and advertisers.

Planalyzed Promotion is KSTP's own, thorough-going method of merchandising and promoting your KSTP radio campaign. First comes the *analysis* of your particular sales problem in the KSTP Market. Then—*and only then*—comes the promotion *plan*. Thus, KSTP's *exclusive* Planolyzed Promotion—a distinctive, *no-cost* "plus" which presents one more reason for the *effective* and *economical selling job* KSTP does in the rich Twin Cities Market.

50,000 Watts - Clear Channel
EXCLUSIVE NBC AFFILIATE
FOR THE TWIN CITIES

KSTP
MINNEAPOLIS ★ ST. PAUL

Represented Nationally by Edward Petry & Co.

Commercial Manager.....Fred F. Laws
Sales Promotion Manager.....Lynn Meyer
Program Director.....John Hirschboeck
Sports Director.....Harry McTigue
Musical Director.....Verne Rooney
Engineering Supervisor.....Gene Brautigam
Technical Advisor.....Ogden Prestholdt

•

WTCN

MINNEAPOLIS—EST. 1934

BLUE NETWORK

Frequency: 1280 Kc...Power: 5000 d.; 1000 n.
Owned By: Minneapolis Daily Times & St. Paul Dispatch-Pioneer Press
Operated By: Minnesota Broadcasting Corporation
Address.....Wesley Temple Building
Phone Numbers.....Main 6562; Nestor 8661
Transmitter Location: Snelling Road B. Rose Township
Time on the Air.....6 a.m. to 12 midnight
Newspaper Affiliation: St. Paul Dispatch-Pioneer Press; Minneapolis Daily Times
News Service .....AP
Transcription Service.....Associated Music Publishers
Representative.....Free & Peters

Personnel

President.....W. F. Johns
Station Manager.....C. T. Hagman
Commercial Manager...F. Van Konynenburg
Sales Promotion Manager.....C. J. Rian
Program Director.....Robert DeHaven
Publicity Director-Traffic Manager.Judy Bryson
Musical Director.....Michael Coscio
Chief Engineer.....Myron Fleming

•

KSTP

ST. PAUL-MINNEAPOLIS—EST. 1924

NBC—NORTHWEST NETWORK

Frequency: 1500 Kc.....Power: 50000 Watts
Owned-Operated By.....KSTP, Inc.
Address.....Hotel Saint Paul (St. Paul), Hotel Radisson (Minneapolis)
Phone Number.....Cedar 5511 (St. Paul), Bridgeport 3222 (Minneapolis)
Transmitter Location.....County Road C and Highway 61
Time on the Air.....24 hours daily
News Service.....AP, UP Radio News Association
Transcription Service.....NBC Thesaurus, World Broadcasting, Lang-Worth, Standard Radio
Representative.....Edward Petry & Company

Personnel

President-General Mgr....Stanley E. Hubbard
Vice-President-Assistant Mgr.....K. M. Hance
Sales Manager.....Ray C. Jenkins
Program Director.....Corinne Jordon
Sales Promotion and Publicity Manager .....Sam Levitan
Public Service Director.....Dorothy R. Spicer
Farm Editor .....Harry Aspleaf
News Editor.....John Verstreate
Artists' Bureau Head.....David Stone
Musical Director.....Leonard Leigh

•

WMIN

ST. PAUL & MINNEAPOLIS

EST. 1936

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....WMIN Broadcasting Company
Address.....1287 St. Anthony Ave. (St. Paul)
Phone Number .....Nestor 6501
Transmitter Location....1287 St. Anthony Ave.
Time on the Air; 6 a.m. to 12:05 a.m..
News Service .....AP
Transcription Service.....Standard Radio
Representatives.Forjoe & Co.; Hal Holman Co.

Personnel

President and General Mgr...Edward Hoffman
Assistant General Mgr....Frank M. Devaney
Commercial and Sales Promotion Manager.....Samuel N. Nemer
Program-Publicity Director.....Marilyn Powell
Musical Director .....Adele Belair
Chief Engineer.....Warren Fritze

•

KVOX

MOORHEAD—EST. 1937

MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned and Operated By: KVOX Broadcasting Co., Inc.
Address..... Comstock Hotel
Phone Number..... 3-1523
Transmitter Location..14th St. and 12th Ave., South
Time on the Air.....7:00 a.m. to 11:00 p.m.
News Service .....UP
Representatives: North Central Broadcasting System

Personnel

President .....John Boler
Station Manager.....M. M. Marget
Commercial Manager.....M. M. Marget
Program Director.....Arvid Johnson
Chief Engineer .....Richard Hanson

WCAL

NORTHFIELD—EST. 1922

Frequency: 770 Kc.....Power: 5000 Watts
Owned-Operated By.....St. Olaf College
Business Address.....St. Olaf College
Phone Number.....Northfield 770
Studio Addresses.....St. Olaf College, 425 So. Fourth St., Minneapolis
Time on the Air.....7:30 to Sunset, Shared with WLB

Personnel

President.....Dr. Clemens M. Granskov
Director.....Martin Hegland
(Non-Commercial Station)

•

KROC

ROCHESTER—EST. 1935

BLUE NETWORK
NBC—SOUTHERN MINNESOTA NETWORK
MINNESOTA RADIO NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Southern Minnesota Broadcasting Co.
Address.....100 First Ave. Building
Phone Number.....3924, 3925
Transmitter Location....Highway 52, Cascade
Time on the Air.....6:00 a.m. to 12:30 a.m.; Sundays, 8 a.m. to 12:30 a.m.
News Service.....UP
Transcription Service.....NBC Thesaurus
Representative.....Radio Advertising Corp.

Personnel

President.....Agnes P. Gentling
Secretary.....Maxine Jacobs
Station Manager.....Gerald H. Wing
Program Director.....Cal Smith
Chief Engineer.....Fred C. Clarke

•

KFAM

ST. CLOUD—EST. 1938

NBC—NORTHWEST NETWORK
SOUTHERN MINNESOTA NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Times Publishing Co.
Address.....Weber Building
Phone Number.....3330, 3331
Transmitter Location.....Military Highway
Time on the Air.....Unlimited License
Newspaper Affiliation.....St. Cloud Times
News Service.....UP
Transcription Service.....NBC Thesaurus
National Sales Office (Northwest Network)
Ray C. Jenkins, Radison Hotel, Minneapolis.

Personnel

President-General Manager.....Fred Schilplin
Commercial Manager....Martin F. Lindemann
Program Director.....Lucile Miller
Production Manager.....Hubert Warner
Chief Engineer.....Robert B. Witschen

WHLB

VIRGINIA—EST. 1936

NATIONAL BROADCASTING CO.
BLUE NETWORK
ARROWHEAD NETWORK

Frequency 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Head of the Lakes Broadcasting Co.
Address.....17th Street and Sixth Ave. South
Phone Number.....2000
Time on the Air.....7 a.m. to 10:30 p.m.
Newspaper Affiliation.....Superior Telegram
News Service.....UP
Representative.....George P. Hollingbery Co.

Personnel

President.....Morgan Murphy
Station Manager.....Greg Rouleau
Chief Engineer.....William E. Lounsberry

•

KWLM

WILLMAR—EST. 1940

MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Lakeland Broadcasting
Business Address.....Willmar Memorial Bldg.
Phone Numbers.....1340, 1310, 910
Transmitter Location.....Foot Lake
Time on the Air.....6 a.m. to 12 midnight
News Service.....UP
Representative.....North Central Broadcasting

Personnel

President-Owner.....W. H. Linder
Program Director.....Willard Linder
Chief Engineer.....Lloyd Stenberg

•

KWNO

WINONA—EST. 1938

MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By....Winona Radio Service
Address.....216 Center St.
Phone Number.....3314
Transmitter Location.....831 Sarnia St.
Time on the Air.....6:30 a.m. to 11 p.m.
Newspaper.....Winona Republican Herald
News Service.....AP
Transcription Service.....Lang-Worth

Personnel

President.....M. H. White
Treasurer.....H. R. Weicking
General and Commercial Mgr..L. L. McCurnin
Sales Promotion Manager.....M. Mitchell
Program-Publicity Director.....Mary Leu
Production-Artists Bureau.....H. I. Tingley
Chief Announcer.....Irving Tingley
Chief Engineer.....L. L. McCurnin

MISSISSIPPI

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

W C B I

COLUMBUS—EST. 1940

MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM
MISSISSIPPI NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
Owned By.....Birney Imes, Jr. (U. S. Army Air Corps.)
Operated By.....Columbus Broadcasting Co.
Business Address.....Gilmer Hotel
Phone Number.....1313
Studio Addresses....Gilmer Hotel, Columbus;
Transmitter Location.....1st and Main Sts.
Time on the Air.....16 hours daily
Newspaper Affiliation...Columbus Commercial Dispatch
News Service.....AP
Transcription Service.....Standard Radio, Keystone Broadcasting System
Representative.....Sears and Ayer, Inc.

Personnel

Owner.....Capt. Birney Imes, Jr.
General Manager.....Bob McRaney
Commercial Manager.....James Eatherton
Program Director.....Yvonne Brisbane
Publicity-Promotion Director.....Bob McRaney
Chief Announcer and Production Manager.....Mims Boswell, Jr.
Chief Engineer.....Jack V. Jones

•

W J P R

GREENVILLE—EST. 1939

MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Services Co.
Address.....107 So. Poplar
Phone Number.....1770
Transmitter Location.....North on Highway No. 1
Time on the Air.....7 a.m. to 10:30 p.m.: Sundays, 9 a.m. to 10:00 p.m.
News Service.....UP
Transcription Service.....Associated Music Publishers; Keystone Broadcasting System

Personnel

Owner.....John R. Pepper
Station Manager.....Emmet H. McMurry
Commercial Manager.....Frank W. Baldwin
Program Director.....Sallie Kellner
Chief Announcer.....Frank Armstrong
Publicity-Musical Director.....Rosie Mock
Chief Engineer.....George W. Wilson

W G R M

GREENWOOD—EST. 1938

BLUE NETWORK
KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....P. K. Ewing
Address.....222 Howard Street
Phone Number.....1717
Transmitter Location.....North Greenwood
Time on the Air.....6:30 a.m. to 11 p.m.
Transcription Service..Keystone Broadcasting System, C. P. MacGregor

Personnel

President.....P. K. Ewing
Station-Commercial Manager.....F. C. Ewing
Program Director.....Herb Abramson
Production Manager.....M. L. Henderson
Chief Announcer.....Billy Hand
Chief Engineer.....Gordon Clark

WCBI

Columbus, Miss.

Serves a Responsive Audience of Over 300,000 People!

MUTUAL NETWORK
KEYSTONE NETWORK
A. P. NEWS SERVICE

Get the Facts From:
BOB McRANEY—Gen. Mgr.
or
SEARS & AYER—Reps.

MISSISSIPPI'S MOST PROGRESSIVE STATION

WGCM

GULFPORT—EST. 1929

BLUE NETWORK
KEYSTONE BROADCASTING SYSTEM
MISSISSIPPI STATE NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
Owned and Operated By.....WGCM, Inc
Business Address.....Hewes-Martin Bldg.
Phone Number.....Gulfport 1111
Studio Addresses.....Hewes-Martin Bldg. (Gulfport)
Transmitter Location.....Arlington Heights
Time on the Air.....6:55 a.m. to 11 p.m.; Sundays, 7:55 a.m. to 10 p.m.
News Service .....AP
Transcription Service.....Standard, Keystone
Representative.....Sears & Ayer

Personnel

President-Owner.....Hugh O. Jones
Program-Production Manager.....C. E. Vann
Publicity Director .....Shirley Davis
Chief Announcer .....Tommy Tucker
Chief Engineer.....Donovan Murphy

•

WFOR

HATTIESBURG—EST. 1926

NATIONAL BROADCASTING CO.
REBEL NETWORK
KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Forrest Broadcasting Co.
Address.....302 Hemphill St.
Phone Number.....1866-67
Transmitter Location.....W. Seventh St. and 25th Ave.
Time on the Air.....6:30 a.m. to 11:05 p.m.
News Service.....UP
Transcription Service .....Standard

Personnel

President and General Manager...C. J. Wright
Commercial Manager.....H. L. Patterson
Program Director .....Les Carmichael
Chief Engineer.....James N. Glore

•

WJDX

JACKSON—EST. 1929

NATIONAL BROADCASTING CO.

Frequency: 1300 Kc....Power: 5000 d., 1000 n.
Owned-Operated By.....Lamar Life Insurance Company
Business Address.....Lamar Life Building
Phone Numbers.....2-1183 (Com'l Dept.), 2-2641 (Studios)
Studio Address.....Heidelberg Hotel
Transmitter Location.....U. S. Highway No. 51
Time on the Air.....Unlimited license
News Service .....UP
Transcription Service.....NBC Thesaurus; C. P. MacGregor
Representative.....George P. Hollingbery Company

Personnel

Station Manager.....Wiley P. Harris
Commercial Manager.....C. A. Lacy
Sales Promotion Manager.....Frank Gentry
Program-Musical Director...Maurice Thompson
Publicity Director .....Elsie Holmes
Chief Engineer.....P. G. Root

•

WSLI

JACKSON—EST. 1938

THE BLUE NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Standard Life Broadcasting Co.
Address.....Robert E. Lee Hotel, P. O. Box 1847
Phone Number 3-2788
Transmitter Location.....Foot of High St.
Time on the Air.....6:30 a.m. to 11 p.m.
News Service.....INS
Transcription Service .....Standard Radio
Representative.....Weed & Co.



Personnel

President.....Geo. W. Covington
Station Manager.....L. M. Sepaugh
Commercial Manager.....F. E. Wilkerson, Jr.
Sales Promotion Manager.....Maurice Wray
Program Director.....Ward Coleman
Chief Engineer.....C. A. Perkins

WAML

LAUREL—EST. 1932

NATIONAL BROADCASTING CO.
KEYSTONE BROADCASTING SYSTEM
MISSISSIPPI NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....New Laurel Radio Station, Inc.
Address.....535½ Central Ave.
Phone Number.....288
Transmitter Location.....Washington Road
Time on the Air.....6:30 a.m. to 10:15 p.m.
News Service.....UP
Transcription Service.....Standard Radio,
Representative.....Sears & Ayer

Personnel

President.....D. A. Matison
Station Manager.....H. M. Smith
Commercial Manager.....W. C. DeHority
Program Director.....Frank Holifield
Chief Engineer.....Bruce Dennis

WSKB

McCOMB—EST. 1939

MISSISSIPPI NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By...McComb Broadcasting Corp.
Business Address.....Box 111
Phone Number.....37
Studio Address.....McColgan Hotel
Transmitter Location.....Pike County
Time on the Air.....6 a.m. to 10 p.m.
News Service.....AP
Transcription Service....World Broadcasting System

Personnel

President.....Robert L. Sanders
General and Commercial Manager.....George Blumenstock
News Director.....John Cunningham
Program Director.....Julia D. Blumenstock
Publicity Director.....Carl Simmons
Chief Announcer.....Carl Austin
Musical Director.....Mrs. B. L. Mathis
Chief Engineer.....Robert Louis Sanders

WCOC

MERIDIAN—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Operated By....Mississippi Broadcasting Co., Inc.
Address.....Threefoot Building
Phone Number.....1042
Transmitter Location....Highway No. 45 North
Time on the Air.....7 a.m. to 11:30 p.m.
News Service.....UP

Personnel

General and Commercial Mgr....D. W. Gavin
Program-Musical Director...Mrs. D. W. Gavin

WMIS

NATCHEZ—EST. 1941

MISSISSIPPI NETWORK
LOUISIANA NETWORK
KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned By.....Natchez Broadcasting Co.
Operated By.....P. K. Ewing, Jr.
Address.....City Bank & Trust Co. Bldg.
Phone Number.....1515
Transmitter Location...Highway No. 61, North
Time on the Air.....7 a.m. to 9 p.m.
Newspaper Affiliation.....Natchez Press; Natchez Democrat; Concordia Sentinal, Ferriday, La.
News Service.....UP
Transcription Service.....World

Personnel

President.....P. K. Ewing
Station Manager.....P. K. Ewing, Jr.
Commercial Manager.....Mac Howell
Program Director.....Helen Tyer
Production Manager.....Norman Lawrence
Musical Director.....Harry King Barth
Chief Engineer.....Thos. Patterson

WQBC

VICKSBURG—EST. 1931

BLUE NETWORK
KEYSTONE BROADCASTING SYSTEM

Frequency: 1390 Kc.....Power: 1000 Watts
Owned-Operated By.....Delta Broadcasting Company, Inc.
Address.....Hotel Vicksburg
Phone Number.....312
Transmitter Location.....2½ miles S. E. of Vicksburg
Time on the Air.....11 to 12 hours daily
Newspaper Affiliation.....Vicksburg Evening Post; Vicksburg Morning Herald
News Service.....AP
Transcription Service.....World Broadcasting

Personnel

President.....L. P. Cashman
Station Director.....O. W. Jones
Chief Announcer.....Loren Miller
Chief Engineer.....C. E. Drake

In St. Louis

RADIO'S TOP RANKING STARS

ARE ON

KSD

WITH THE

NBC PROGRAMS

KSD-NBC have led all other St. Louis broadcasting stations in "FIRSTS" in Nation-Wide Radio Popularity Polls since 1935.

A DISTINGUISHED BROADCASTING STATION

RADIO STATION KSD

Owned and Operated by the St. Louis Post-Dispatch

National Representative
FREE *and* PETERS
INC.

MISSOURI

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

K F V S

CAPE GIRARDEAU—EST. 1925

Frequency: 1400 Kc.....Power: 250 Watts
Owned By.....Oscar C. Hirsch
Operated By.....Oscar C. Hirsch Battery & Radio Co.
Address.....324 Broadway
Phone Number.....2104, 2105
Transmitter Location.....3½ miles west of Cape Girardeau on Highway No. 61
Time on the Air: 6:30 a.m. to 10 p.m.; Sundays, 8 a.m. to 9 p.m.
News Service.....UP
Transcription Service.....Standard Radio, Lang-Worth

Personnel

President-General Manager...Oscar C. Hirsch
Sales Manager.....Ralph L. Hirsch
Program Director.....Virginia Bahn
Chief Engineer.....O. C. Hirsch

K F R U

COLUMBIA—EST. 1925

BLUE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned By...Star Times Publishing Company
Operated By .....KFRU, Inc.
Address.....Ninth and Elm Sts.
Phone Number.....4141-42
Transmitter Location.....1200 East Broadway
Time on the Air.....7:15 a.m. to 11 p.m.; Sundays, 7 a.m. to 11 p.m.
Newspaper Affiliation.....Star Times Publishing Company
News Service.....AP, UP
Transcription Service.....NBC Thesaurus
Representative.....John Blair & Co.

Personnel

President.....Elzey Roberts
Station Manager.....C. L. Thomas
Business Manager.....E. R. Welden
Commercial Manager....Foster H. Brown, Jr.
Program Director .....Harold Douglas
Chief Engineer.....Robert Haigh

K H M O

HANNIBAL—EST. 1941

BLUE NETWORK

Frequency: 1330 Kc.....Power: 250 Watts
Owned-Operated By.....Courier Post Publishing Co.
Address.....102½ S. Main St.
Phone Number.....3450-51
Transmitter Location.....Lindell Ave.
Time on the Air.....6 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
Newspaper Affiliation.....Hannibal Courier-Post
News Service.....AP
Transcription Service.....Lang-Worth
Representative.....John E. Pearson Co.

Personnel

Pub., Courier-Post.....E. L. Sparks
General and Commercial Manager .....Wayne W. Cribb
Program Director.....B. J. Huston
Promotion and Publicity Director.....Ruth Anne Althaus
Chief Engineer.....Raymond Schildknecht

K W O S

JEFFERSON CITY—EST. 1936

MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Tribune Printing Co.
Business Address.....210 Monroe
Phone Number.....4000
Studio Address.....210 Monroe
Transmitter Location.....St. Mary's Blvd.
Time on the Air.....Unlimited license
Newspaper Affiliation...Jefferson City Capitol News & Post Tribune
News Service .....AP
Transcription Service .....Lang-Worth
Representative.....Sears & Ayer

Personnel

President.....R. C. Goshorn
Station Manager.....R. L. Rose
Program Director .....Ray Manning
Chief Engineer.....Harold E. White

W M B H

JOPLIN—EST. 1933

MUTUAL BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By...Joplin Broadcasting Co.
Address.....Frisco Bldg., Sixth and Main Sts.
Phone Number.....330-1-2-3
Transmitter Location.....13th and Roosevelt
Time on the Air.....6 a.m. to 1 a.m.
Newspaper Affiliation...Joplin Globe & News-Herald
News Service.....UP
Transcription Service.....World Broadcasting
Representative.....Sears & Ayer

Personnel

President-Station Manager.....D. J. Poynor
Commercial Manager.....W. E. Jarchow
Sales Promotion Manager.....Mae Poynor

THE ANSWER TO TODAY'S PROBLEM—

★ TODAY IT IS *NOT* WHICH STATION HAS THE MOST LISTENERS FOR NATIONALLY FAMOUS PROGRAMS...

★ TODAY IT IS WHICH STATION HAS THE MOST LISTENERS AT TIMES WHICH ARE *AVAILABLE*...

★ THAT'S WHY WE RECOMMEND YOU CHECK THE AVAILABILITIES WITH HIGH ESTABLISHED RATINGS NOW OFFERED BY...

5000 WATTS

KCMO

1480 ON YOUR DIAL

National Representative:
JOSEPH HERSHEY McGILLVRA

Basic Blue Network

Program Director.....Margaret Houston
Musical Director.....Stella Lukens
Chief Announcer.....Charles McIntire
Director of War Programs.....Billie Hunt
Artists Bureau Head.....Abe Radunsky
Chief Engineer.....Richard Meek

•

K C M O

KANSAS CITY—EST. 1925

BLUE NETWORK

Frequency: 1480 Kc.....Power: 5000 d.; 1000 n. (C. P. 5000 n.)
Owned-Operated By.....KCMO Broadcasting Company
Address.....1515 Commerce Trust Building
Phone Number.....Victor 0900
Transmitter Location.....10th and Hardesty
Time on the Air.....5 a.m. to 1 a.m.
News Service.....AP, UP
Transcription Service.....Associated Music Publishers, Lang-Worth
Representative....Joseph Hershey McGillvra

Personnel

President.....T. L. Evans
General & Sales Manager.....Jack Stewart
Business Manager.....C. E. Breazeal
Program-Production Director..Dorothy Stewart
Publicity Manager.....Jack Stewart
Musical Director.....Jack Wendover
Chief Announcer.....Dal Stallard
Chief Engineer.....Elza Runkle

•

K M B C

KANSAS CITY—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 980 Kc.....Power: 5000 Watts
Owned-Operated By .....Midland Broadcasting Co.
Address ..... Pickwick Hotel
Phone Number .....Harrison 2650
Transmitter Location....50th & Belinder Road
Time on the Air.....6 a.m. to 12 midnight; Sundays, 7 a.m. to 12 midnight
News Service.....AP; UP
Transcription Service: Lang-Worth; World Broadcasting System
Representative .....Free & Peters, Inc.

Personnel

President .....Arthur B. Church
Managing Director.....Karl R. Koerper
Director of Sales .....Sam H. Bennett
Promotion-Publicity Director...E. P. J. Shurick
Merchandising-Research Director .....Mark N. Smith
Program Director .....Ray Shannon
Director of War Programs.....Gene Dennis
Production Manager.....Fran Heyser
Chief Announcer .....Lee Stewart
Studio Director.....Kenneth Krahl
Artists Bureau Head....James W. McConnell
Musical Director.....P. Hans Flath
Chief Engineer.....A. R. Moler

(See Page 296)

•

W D A F

KANSAS CITY—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 610 Kc.....Power: 5000 Watts
Owned-Operated By.....The Kansas City Star Company
Address.....1729 Grand Ave
Phone Number.....Harrison 1200
Transmitter Location.....82nd and Mission Road, Johnson County, Kans. ... ...
Time on the Air: Daily ex. Sunday, 6 a.m. to 12 midnight; Sundays, 7:30 a.m. to 12 midnight
Newspaper Affiliation...The Kansas City Star
News Service.....AP
Transcription Service .....Lang-Worth and Standard
Representative...Edward Petry and Company

Personnel

President.....Earl McCollum
Station Manager .....Dean Fitzer
Assistant Manager.....V. S. Batton
Commercial Manager.....R. Gardner Reames
Program Manager.....Harry J. Kaufmann
Chief Engineer.....Joseph A. Flaherty

•

W H B

KANSAS CITY—EST. 1922

MUTUAL
KANSAS STATE NETWORK

Frequency: 880 Kc.....Power: 1000 Watts
Owned-Operated By..WHB Broadcasting Co.
Address.....Scarritt Building
Phone Number.....Harrison 1161
Transmitter Location.....North Kansas City
Time on the Air.....Daytime license
News Service .....AP
Representative .....Don Davis

Personnel

President and Commercial Manager .....Donald Dwight Davis
General Manager .....John T. Schilling
Promotion-Publicity Director.....Ann Ritchie
Program Director .....John Wahlstedt
Production Manager-Chief Announcer .....Bruce Robertson
Musical Director .....Bob McGrew
Chief Engineer .....Henry Goldenberg
Director of War Programs .....Dick Smith

(See Page 6)

•

K W O C

POPLAR BLUFF—EST. 1938

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....A. L. McCarthy, O. A. Tedrick, J. H. Wolpers d/b Radio Station K W O C

Address.....1801 North Main St.
Phone Number.....1310
Time on the Air: 7 a.m. to 10 p.m.; Sundays, 8 a.m. to 6 p.m.
Newspaper Affiliation.....Poplar Bluff Daily American Republic
News Service.....AP
Transcription Service .....World

Personnel

Chief Executive.....O. A. Tedrick
General Manager.....P. H. Cunningham
Production Manager.....William R. Tedrick
Chief Announcer .....O. J. McQuigg, Jr.
Chief Engineer.....Don Lidenton

KFEQ

ST. JOSEPH—EST. 1924

BLUE NETWORK

Frequency: 680 Kc.....Power: 5000 Watts
Owned-Operated By.....KFEQ, Inc.
Address.....Schneider Building, 7th and Felix Streets
Phone Number.....4-0813
Transmitter Location.....5½ miles North Northeast of St. Joseph
Time on the Air.....17 hours daily
Newspaper Affiliation..St. Joseph News-Press,
News Service.....UP
Transcription Service.....NBC Thesaurus, Lang-Worth
Representative.....Headley-Reed Company

Personnel

President-Station Manager.....Barton Pitts
Nat'l Advertising Manager..Glen G. Griswold
Publicity-Promotion Manager...J. Ted Bramson
Program Director.....Harry Packard
Chief Announcer .....Charles Niles
Musical Director .....Dward Moore
Chief Engineer.....Fred H. Damm

KMOX

ST. LOUIS—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 1120 Kc.....Power: 50000 Watts
Owned-Operated By...Columbia Broadcasting System, Inc.
Address.....401 South Twelfth Blvd.
Phone Number.....Central8240
Transmitter Location ....16 miles of St. Louis
Time on the Air.....24 hours daily
News Service.....AP, Transradio, UP
Transcription Service.....Associated Music Publishers; Lang-Worth
Representative.....Radio Sales

Personnel

General Manager.....Merle S. Jones
Assistant to Manager .....Arthur Casey
Sales Manager.....Wendell B. Campbell, 2nd
Sales Promotion and Advertising Manager .....David Mars
Director of Program Sales.....C. G. Renier
Public Events Director.....Jerry Hoekstra
Program Director.....Blaine Cornwell
Accounting, Personnel .....Robert F. DeVoe
Radio Sales Representative....Carter Ringlep
Director of Press Information....William Zalkin
Chief Engineer.....Harry Harvey

KSD

ST. LOUIS—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 550 Kc....Power: 5000 d., 1000 n.
Owned-Operated By.....Pulitzer Publishing Company
Address.....Twelfth and Olive Sts.
Phone Number.....Main 1111
Transmitter Location....Twelfth and Olive Sts.
Time on the Air.....5:30 a.m. to 12:30 a.m.
Newspaper Affiliation.....St. Louis Post-Dispatch
News Service .....AP
Transcription Service.....NBC Thesaurus, Lang-Worth
Representative.....Free & Peters, Inc.

Personnel

President.....Joseph Pulitzer
General Manager.....George M. Burbach
Sales Manager.....Edward W. Hamlin

(See Page 480)

KWK

ST. LOUIS—EST. 1927

MUTUAL BROADCASTING SYSTEM

Frequency: 1380 Kc....Power: 5000 d., 1000 n. (CP 5000)
Owned-Operated By.....Thomas Patrick, Inc.
Address..Hotel Chase, Lindell & Kingshighway
Phone Number.....Rosedale 3210
Transmitter Location.....500 E. Logan, Baden Station, Baden, Mo.
Time on the Air: 6 a.m. to 12 midnight; Sundays, 7 a.m. to 12 midnight
News Service.....UP; Reuters
Transcription Service.....World Broadcasting System
Representative.....Paul H. Raymer Company

Personnel

President.....R. T. Convey
Station Director.....Ray E. Dady
General Sales Manager....V. E. Carmichael
Chief Announcer.....Martin Bowin
Program Director.....John Tinnea
Publicity Director.....Sue McCaslin
Musical Director .....Carl Hohengarten
Chief Engineer.....N. J. Zehr

KXOK

ST. LOUIS—EST. 1938

BLUE NETWORK

Frequency: 630 Kc.....Power: 5000 Watts
Owned-Operated By.....Star-Times Pub. Co.

Address.....12th and Delmar Blvds.
Phone Number.....CHestnut 3700
Transmitter Location.....Horse Shoe Lake, Madison County, Ill.
Time on the Air.....24 hours daily
Newspaper Affiliation.....St. Louis Star-Times
News Service.....INS; UP
Transcription Service.....Associated Music Publishers; Standard Radio
Representative.....Blair & Company

Personnel

President.....Elzey Roberts
Station Manager.....John C. Roberts (On leave for military duty)
Manager.....C. L. Thomas
Promotion Manager.....M. Medearis
Production Manager.....E. Muschany
Publicity Director.....Harry K. Renfro
Musical Director.....Allister Wylie
Chief Engineer.....Art Rekart

WEW

ST. LOUIS—EST. 1921

Frequency: 770 Kc.....Power: 1000 Watts
Owned-Operated By...The St. Louis University
Address.....3642 Lindell Blvd.
Phone Number.....FRanklin 5665
Transmitter Location.....3642 Lindell Blvd.
Time on the Air.....Local sunrise-to-sunset
News Service.....INS
Transcription Service.....Standard Radio, Lang-Worth; World
Representative.....John E. Pearson

Personnel

President.....Rev. Patrick J. Holloran, S. J.
General Manager.....Nicholas Pagliara
Program Director.....Don Lochner
Production Manager-Publicity Director.....Mark Thompson
Musical Director.....Ralph Stein
Chief Engineer....Brother George Rueppel, S.J.

WIL

ST. LOUIS—EST. 1922

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By....Missouri Broadcasting Corp.
Address.....Melbourne Hotel
Phone Number.....Jefferson 8403
Transmitter Location....Grand & Lindell Blvds.
Time on the Air: 7 a.m. to 11 p.m.; Saturdays, 7 a.m. to 2:30 p.m.; Sundays, 8:30 a.m. to 11 p.m.
News Service.....AP
Transcription Service.....Standard Radio, Lang-Worth
Representative.....William G. Rambeau Co.

Personnel

President and General Manager, Lester A. Benson
Vice-President.....Clarence W. Benson
Commercial Manager.....Claude C. Rock
Program Director.....David Pasternak
Publicity Director.....Mel Kampe
Chief Engineer.....Chal H. Stoup

KFUO

ST. LOUIS—EST. 1921

Frequency: 850 Kc.....Power: 5000 Watts
Owned By.....Evangelical Lutheran Synod of Missouri, Ohio and other states
Operated By....Board of Control of Concordia Seminary
Address.....801 DeMun Ave.
Phone Number.....DELmar 3030
Transmitter Location.....801 DeMun Ave.
Time on the Air.....Daytime license
News Service.....UP
Transcription Service.....Lang-Worth

Personnel

Station Manager.....Herman H. Hohenstein
Production Manager-Chief Announcer, Elmer Knoernschild
Accountant-Office Manager..William C. Krato
Musical Director.....Gerhardt Schroth
Sports Editor.....Elmer Knoernschild
Chief Engineer.....Carl H. Meyer

KDRO

SEDALIA—EST. 1939

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By..Albert S. and Robert A. Drohlich d/b Drohlich Bros.
Address.....2100 W. Broadway
Phone Numbers.....4004, 4005, 4006
Transmitter Location.....2100 W. Broadway
Time on the Air: 6 a.m. to 11 p.m.; Sundays, 7 a.m. to 11 p.m.
News Service.....UP
Transcription Service..Keystone Broadcasting System

Personnel

Station-Commercial Manager Robert A. Drohlich
Promotion Manager.....Albert S. Drohlich
Program Director.....William Davis
Chief Announcer.....Milton Dickey
Chief Engineer.....Bing G. Wong

KGBX

SPRINGFIELD—EST. 1924

NATIONAL BROADCASTING CO. BLUE NETWORK

Frequency: 1260 Kc.....Power: 5000 Watts
Owned-Operated By..Springfield Broadcasting Co.
Address.....508 St. Louis St.
Phone Number.....1360-1-2-3
Transmitter Location.....Bolivar Road
Time on the Air.....6 a.m. to 12 midnight

Newspaper Affiliation.....Springfield Newspapers, Inc.
News Service.....AP; UP
Transcription Service.....NBC Thesaurus
Representative.....John E. Pearson

Personnel

President .....H. S. Jewell
Station and Commercial Manager .....J. Gordon Wardell
Program Director ....M. Wayland Fullington
Chief Announcer .....Dudley Morris
Chief Engineer .....Fritz Bauer

•

K T T S

SPRINGFIELD—EST. 1941

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Independent Broadcasting Co.
Address.....Chamber of Commerce Bldg.
Phone Number.....4303
Transmitter Location...Chamber of Commerce Bldg.
Time on the Air: 6:30 a.m. to 12:02 a.m.; Sundays, 8 a.m. to 12:02 a.m.
News Service.....INS
Transcription Service.....World Broadcasting System
Representative .....Sears & Ayer, Inc.

Personnel

President.....J. H. G. Cooper
Station Manager.....G. Pearson Ward
Commercial and Sales Promotion Manager .....Bob Burke
Program Director.....Frank McAtee
Musical Director .....Ray Tad
Chief Engineer.....Frank L. Barker

•

K W T O

SPRINGFIELD—EST. 1933

BLUE NETWORK

Frequency: 560 Kc.....Power: 5000 d.; 1000 n.
Owned-Operated By..Ozarks Broadcasting Co.
Address.....508 St. Louis St.
Phone Number.....1360-1-2-3
Transmitter Location.....James River Club Road and Highway M
Time on the Air.....5 a.m. to midnight
Newspaper Affiliation.....Springfield Newspapers, Inc.
News Service.....AP; UP
Transcription Service.....Lang-Worth, NBC Thesaurus, Standard
Representative.....John E. Pearson

Personnel

President .....Lester E. Cox
Station Manager.....Ralph D. Foster
National Sales Manager.....Leslie L. Kennon
Local Sales Manager.....J. Gordon Wardell
Sales Promotion and Publicity Manager.....W. H. Bailey
Program Director .....Ralph A. Nelms
Director of War Programs .....M. Wayland Fullington
Production and Musical Director.....Hugh M. Aspinwall
Chief Announcer.....Bill Bailey
Chief Engineer.....Fritz Bauer
Record MC .....Hugh M. Aspinwall

MONTANA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

K G H L

BILLINGS—EST. 1928

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Operated By.....Northwestern Auto Supply Co.
Address.....Fifth and North Broadway
Phone Number.....2222
Transmitter Location.. 7 miles west of Billings
Time on the Air.....6 a.m. to 11 p.m.
News Service.....UP
Transcription Service.....Standard, NBC Thesaurus
Representative.....The Katz Agency

Personnel

President.....C. O. Campbell
Station Manager.....Ed Yocum
Sales Promotion Manager.....E. B. Kasser
Program Director.....M. V. Braunberger
Chief Announcer.....Franz Robinson
Musical Director .....Harry Turner
Chief Engineer.....Jeff Kiichli

•

K R B M

BOZEMAN—EST. 1939

BLUE NETWORK—NBC
Z-BAR NET

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By..KRBM Broadcasters, Inc.
Address.....Baxter Hotel
Phone Number.....1420
Transmitter Location.....East of Bozeman
Time on the Air.....8 a.m. to 11 p.m.
News Service.....UP

Transcription Service.....Lang-Worth, Davis & Schwegler
Representative.....The Walker Co.

Personnel

President.....R. B. MacNab, Jr.
Station Manager.....Ernest A. Neath
Commercial Manager.....M. E. Dunn
Program Director.....L. L. Sterling
Chief Engineer.....Jack Provis

KGIR

BUTTE—EST. 1929

NATIONAL BROADCASTING CO.
Z-BAR NET

Frequency: 1370 Kc.....Power: 5000 Watts
Owned-Operated By.....KGIR, Inc.
Address.....Butte
Phone Number.....22-3-4
Transmitter Location.....121 W. B'way
Time on the Air.....7:00 a.m. to 1:00 a.m.
News Service.....UP
Transcription Service.....Lang-Worth; C. P. MacGregor
Representative.....The Walker Co.

Personnel

Manager.....Ed. B. Craney

KFBB

GREAT FALLS—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1310 Kc.....Power: 5000 Watts
Owned-Operated By...Buttrey Broadcast, Inc.
Address.....605 First National Bank Building
Phone Number.....4377, 4378
Transmitter Location..4½ miles west of Great Falls
Time on the Air: 7 a.m. to 11 p.m., Sundays, 9 a.m. to 11 p.m.
News Service.....UP
Transcription Service.....NBC Thesaurus, Standard Radio
Representative.....Weed & Company.

Personnel

President.....F. A. Buttrey
General Manager.....Joseph P. Wilkins
Program Director.....LeRoy Stahl
Chief Engineer.....Wilbur Myhre

KPFA

HELENA—EST. 1937

BLUE NETWORK
NATIONAL BROADCASTING CO.—Z BAR NET

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By..Peoples Forum of the Air
Address.....1306 Eleventh Ave.
Phone Number.....1240
Transmitter Location.....Helena
Time on the Air.....8 a.m. to 12 midnight
News Service.....UP
Transcription Service.....Lang-Worth, NAB
Representative.....The Walker Co.

Personnel

President.....Barclay Craighead
Station Manager.....K. O. MacPherson
Chief Engineer.....R. D. Martin

KGEZ

KALISPELL—EST. 1927

Frequency: 1340 Kc.....100 Watts
Owned-Operated By.....Donald C. Treloar
Address.....203 - 1st Ave. E.
Phone Number.....332 (Office), Rural 3220 (Transmitter)
Transmitter Location.....2½ miles south of Kalispell, on Highway No. 93
Time on the Air.....7 a.m. to 10 p.m.
News Service.....UP

Personnel

General Manager.....Donald C. Treloar
Commercial Manager.....K. W. Montgomery
Program-Musical Director.....Don Treloar
Chief Engineer.....W. H. Patterson

KRJF

MILES CITY—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Star Printing Co.
Business Address.....13 N. Sixth St.
Phone Number.....60, 61
Studio Address.....U. S. Highway No. 212
Transmitter Location...U. S. Highway No. 212
Time on the Air: 7 a.m. to 10 p.m.; Sundays, 10 a.m. to 9 p.m.
Newspaper Affiliation.....Miles City Star
News Service.....UP
Transcription Service....World Broadcasting; C. P. MacGregor; Keystone Broadcasting System

Personnel

General Manager.....W. F. Flinn
Station Manager.....Don Tannehill
Program Director.....R. D. Wilson
Chief Engineer.....H. W. Panchot

KGVO

MISSOULA—EST. 1931

COLUMBIA BROADCASTING SYSTEM

Frequency: 1290 Kc....Power: 5000 d., 1000 n.
Owned-Operated By.....Mosby's Inc.
Address.....132 W. Front St.
Phone Number.....2155
Transmitter Location.....Highway No. 10
Time on the Air.....6:45 a.m. to 11 p.m.
News Service.....UP
Transcription Service.....Lang-Worth
News Service.....UP
Representative.....Burns-Smith Co.

Personnel

President and Station Manager....A. J. Mosby
Assistant Manager-Program Director, James Alden Barber

Sales Manager .....Socs Vratis
Publicity Director .....L. B. Smith
News Editor .....Bob Martin
Publicity Director .....L. B. Smith
Educational Director.....Ruth G. Schleber
Production Manager .....M. Berthold
War Programs .....T. Morris
Record MC.....Syd McSloy
Chief Engineer.....Fred U. Wamble

K G C X

SIDNEY—EST. 1926

CBC—KEYSTONE BROADCASTING SYSTEM

Frequency: 1480 Kc.....Power: 1000 Watts
Owned-Operated By.....E. E. Krebsbach
Business Address .....108 S. Central Ave.
Phone Number.....408
Studio Address .....108 S. Central Ave.
Transmitter Location.....4½ miles N. E. of Sidney
Time on the Air.....7 a.m. to 8:15 a.m.
Transcription Service .....World

Personnel

President-Station Manager....E. E. Krebsbach
Chief Announcer .....Helen Knopp
Production .....C. Schofield
Chief Engineer .....Frank Toomey

NEBRASKA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

K O R N

FREMONT—EST. 1939

NEBRASKA WIRELESS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By...Nebraska Broadcasting Corporation
Address.....Pathfinder Hotel
Phone Number.....1060, 1061
Transmitter Location....1 mile east of Fremont
Time on the Air.....6 a.m. to 9 p.m.
News Service.....AP
Transcription Service.....Keystone
Representative.....Sears and Ayer, Inc.

Personnel

President.....Arthur Baldwin
General Manager.....Lloyd C. Thomas
Station-Commerical Manager....Lumir Urban
Program Director .....Marge Ritthales
Chief Announcer.....Richard Coffey
Sales Promotion .....H. S. Benedict
War Programs .....Bob Cutbirth
Publicity .....Esther Hosterman
Record MC .....Jim O'Niell
Chief Engineer .....James Wirka

K M M J

GRAND ISLAND—EST. 1925

Frequency 750 Kc.....Power: 1000 Watts
Owned-Operated By.....KMMJ, Inc.
Address .....Ceder at Division
Phone Number.....703
Transmitter Location.....Phillips, Nebr.
Time on the Air.....Day and limited night
News Service.....UP
Transcription Service....Standard Radio; BMI
Representative.....Headley-Reed Co.

Personnel

President-General Manager.....Don Searle
Business Manager and Asst. General Manager .....Wick Heath
Commercial Manager.....Bill Martin
Publicity .....Ed Skinner
Program Director-Chief Announcer, George Kister
Production Manager.....Dutch Woodward
Record MC .....Orie Kerwood
Musical Director .....Connie Brunsvold
Chief Engineer.....D. Swanson

K H A S

HASTINGS—EST. 1940

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....The Nebraska Broadcasting Co.
Address.....Tribune Bldg.
Phone Number.....1745-6
Transmitter Location.....Tribune Bldg.
Time on the Air.....7 a.m. to 7 p.m.
Newspaper Affiliation..Hastings Daily Tribune
News Service.....AP
Transcription Service .....World Broadcasting System

Personnel

President .....D. W. Clarke
Station Manager.....Duane L. Watts
Program Director.....Max Brown
Chief Engineer.....Lloyd Jones

K G F W

KEARNEY—EST. 1928

KEYSTONE BROADCASTING SYSTEM
NEBRASKA RADIO NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Central Nebraska Broadcasting Corporation
Address.....Federal Annex Bldg.
Phone Number.....Executive office, 23541, Program Dept., 31551
Transmitter Location.....South Central Ave.
Time on the Air.....6:30 a.m. to 9:00 p.m.
News Service.....AP
Transcription Service .....Keystone
Representative.....Sears & Ayer, Inc.

Personnel

General Manager.....Lloyd C. Thomas
Station-Commercial Manager.E. Anson Thomas
Program Director- Chief Announcer .....Maurice Wenzinger
Production Manager.....Robt. Kellogg
Publicity Director.....Maxine Selover
Office Manager.....Betty Bishop
Farm Editor .....Howard Peterson
Musical Director .....Peg Biber
Chief Engineer.....Jack Lewis

•

K F A B

LINCOLN—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 780 Kc.....Power: 10000 Watts
Owned-Operated By.....KFAB Broadcasting Company
Address.....Hotel Lincoln
Phone Number.....2-3214
Transmitter Location....17th and Holdrege Sts.
Time on the Air.....5 a.m. to 12:00 a.m.
Newspaper Affiliation.....Nebraska State Journal, Lincoln Star
News Service.....INS; AP
Transcription Service .....Standard Radio, Associated, BMI
Representative.....Edward Petry & Co., Inc.

Personnel

President .....Fred Sidles
General Manager .....Hugh M. Feltis
Station Manager .....Earl Williams
Auditor-Office Manager.....Paul L. Dodd
Program Director .....W. E. MacDonald
Chief Announcer .....R. Lyell Bremser
Publicity and Sales Promotion Director .....Dan Shoemaker
Continuity Head.....L. A. Miller
Traffic Manager.....Clara Rehn
Music Librarian.....Alene McKinney
Chief Engineer.....Mark Bullock

•

K F O R

LINCOLN—EST. 1924

BLUE NETWORK
MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....Cornbelt Broadcasting Corporation
Address.....Hotel Lincoln
Phone Number.....2-3214
Transmitter Location.....4745 Vine St.
Time on the Air.....6:30 a.m. to 12 midnight
Newspaper Affiliation.....Nebraska State Journal, Lincoln Star
News Service.....INS; AP
Transcription Service .....Standard Radio, Associated, BMI
Representative.....Edward Petry & Co., Inc.

Personnel

President .....Fred Sidles
General Manager.....Hugh M. Feltis
Station Manager .....C. E. Williams
Promotion Manager .....Don Shoemaker
Auditor-Office Manager.....Paul L. Dodd
Program Director .....W. E. MacDonald
Chief Announcer .....R. Lyell Bremser
Continuity Head.....L. A. Miller
Chief Engineer.....Mark Bullock

•

W J A G

NORFOLK—EST. 1922

Frequency: 1090 Kc.....Power: 1000 Watts
Owned-Operated By.....Norfolk Daily News
Business Address .....Hotel Norfolk
Phone Number.....432
Studio Address.....Hotel Norfolk
Transmitter Location...West Koenigstern Ave.
Time on the Air: 6:30 a.m. to 6 p.m.; Sundays, 9 a.m. to 5 p.m.
Newspaper Affiliation.....Norfolk Daily News
News Service.....AP
Transcription Service.....Lang-Worth
Representative.....The Walker Co.

Personnel

President.....Gene Huse
Station Manager .....Art Thomas
Chief Announcer .....Ken Myers
Musical Director .....Harold Kline
Chief Engineer.....Frank Weidenbach

•

K O D Y

(Was KGNF)

NORTH PLATTE—EST. 1930

NATIONAL BROADCASTING COMPANY

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Station WOW, Omaha
Address.....1521 West 12th St.
Phone Number.....295
Time on the Air.....6 a.m. until 12 midnight
News Service.....UP
Transcription Service.....C. P. MacGregor, Lang-Worth
Representative.....John Blair & Co.

Personnel

President.....John J. Gillin, Jr.
Resident Manager .....Jack Alexander

Meet WOW's *Little Brother*

Radio Station WOW, which has served Western Iowa and Eastern Nebraska with primary radio coverage for more than 20 years, now has a little brother—KODY, so named to perpetuate the memory of the great plainsman and superb showman, "Buffalo Bill" Cody.

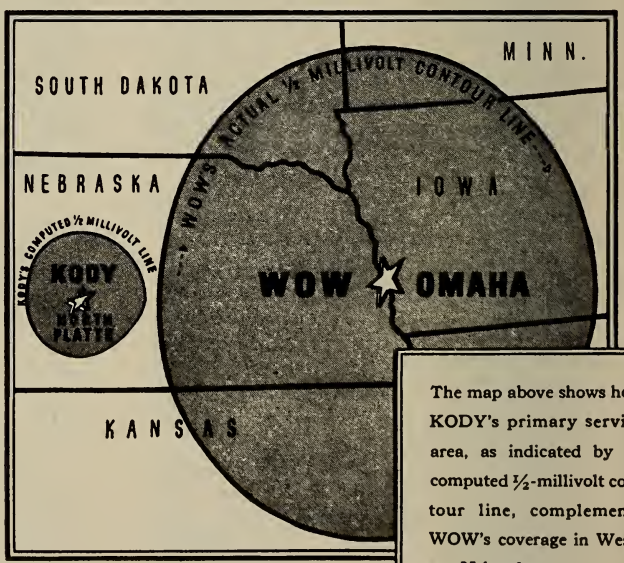
KODY gives primary coverage in a small but rich market that is adequately served by no other radio station. The combination of WOW and KODY will give radio advertisers primary coverage of most important markets in Western Iowa and Nebraska, plus portions of South Dakota, South-Western Minnesota and Northern Kansas.



WOW's ½-millivolt contour line extends approximately 190 miles East and West of Omaha, and approximately 200 miles North and South of Omaha.

• • • • • •

There are now good availabilities on WOW. On KODY there are excellent quarter-hour, news sponsorship and spot availabilities.



The map above shows how KODY's primary service area, as indicated by its computed ½-millivolt contour line, complements WOW's coverage in Western Nebraska.

Write, WIRE, OR 'PHON

KODY

NBC

NORTH PLATTE, NEBR.

In the Heart of the "Buffalo Bill Country"



This new, full-time NBC outlet is owned and operated by Radio Station WOW, Inc., and all the facilities of Omaha's big NBC station will be available to KODY.

KODY will give PRIMARY coverage in the small but very substantial North Platte market. North Platte is essentially a railroad city, the most populous in the Western half of Nebraska. Its trade territory, however, embraces thousands of acres of the finest grasslands and irrigated farms, the income from which, added to the railroad and other industrial payrolls, gives the North Platte area a balanced economy, making it a worth while year-around market.

IT'S JOHNNY GILLIN'S STATION

KODY will be operated by the same efficient management which has made WOW one of the outstanding radio stations in the country, and will have the personal attention of Johnny Gillin, who is determined to make KODY the "biggest little station in the world."

KODY will be a PROFITABLE buy for any advertiser desiring to penetrate the Western Nebraska market.

DAY FOR COMPLETE DETAILS
OUT KODY . . . Or Call Your Nearest
Blair Man.

RADIO STATION

WOW

OMAHA, NEBRASKA

AND **KODY** AT NORTH PLATTE

JOHN J. GILLIN, JR., PRES. & GEN'L. MGR.
JOHN BLAIR & CO., REPRESENTATIVES

Meet WOW's Little Brother

Radio Station WOW, which has served Western Iowa and Eastern Nebraska with primary radio coverage for more than 20 years, now has a little brother—KODY, so named to perpetuate the memory of the great plainsman and superb showman, "Buffalo Bill" Cody.

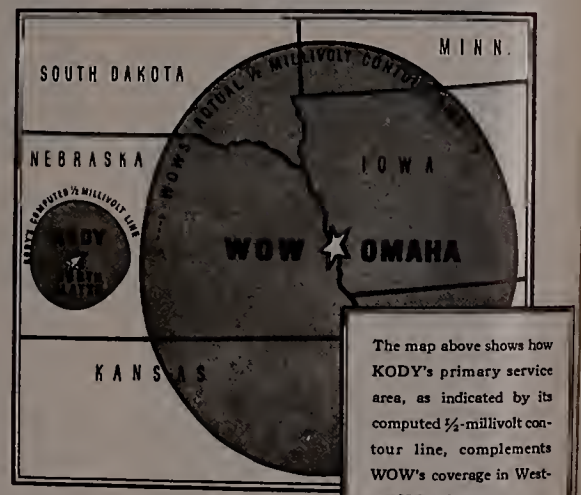
KODY gives primary coverage in a small but rich market that is adequately served by no other radio station. The combination of WOW and KODY will give radio advertisers primary coverage of most important markets in Western Iowa and Nebraska, plus portions of South Dakota, South-Western Minnesota and Northern Kansas.



WOW's ½-millivolt contour line extends approximately 190 miles East and West of Omaha, and approximately 200 miles North and South of Omaha.

• • • • • •

There are now good availabilities on WOW. On KODY there are excellent quarter-hour, news sponsorship and spot availabilities.



The map above shows how KODY's primary service area, as indicated by its computed ½-millivolt contour line, complements WOW's coverage in Western Nebraska.

Write, WIRE, OR 'PHONE TODAY FOR COMPLETE DETAILS ABOUT KODY . . . Or Call Your Nearest John Blair Man.

KODY NBC

NORTH PLATTE, NEBR.

In the Heart of the "Buffalo Bill Country"

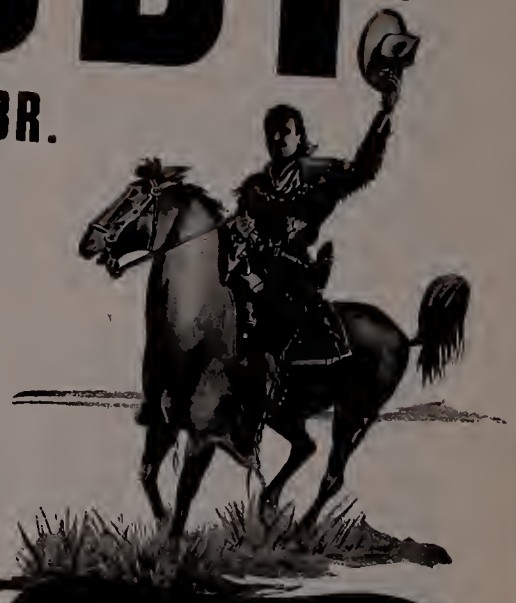
This new, full-time NBC outlet is owned and operated by Radio Station WOW, Inc., and all the facilities of Omaha's big NBC station will be available to KODY.

KODY will give PRIMARY coverage in the small but very substantial North Platte market. North Platte is essentially a railroad city, the most populous in the Western half of Nebraska. Its trade territory, however, embraces thousands of acres of the finest grasslands and irrigated farms, the income from which, added to the railroad and other industrial payrolls, gives the North Platte area a balanced economy, making it a worth while year-around market.

IT'S JOHNNY GILLIN'S STATION

KODY will be operated by the same efficient management which has made WOW one of the outstanding radio stations in the country, and will have the personal attention of Johnny Gillin, who is determined to make KODY the "biggest little station in the world."

KODY will be a PROFITABLE buy for any advertiser desiring to penetrate the Western Nebraska market.



RADIO STATION

WOW

OMAHA, NEBRASKA

AND **KODY** AT NORTH PLATTE

JOHN J. GILLIN, JR., PRES. & GEN'L. MGR.
JOHN BLAIR & CO., REPRESENTATIVES

Program Director .....Joe Di Natale
Chief Engineer.....Buford Eaves
(See Page 490-491)

KBON
OMAHA—EST. 1942
MUTUAL BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By....Inland Broadcasting Company
Address .....2027 Dodge Street
Phone Number.....Jackson 8282
Time on the Air.....6:30 a.m. to midnight
News Service .....AP
Transcription Service.....Lang-Worth
Representative.....William G. Rambeau Co.

Personnel

President.....John K. Morrison
Studio Manager .....Marie Maher
Station Manager.....Paul R. Fry
Production Manager.....R. McCann
Chief Announcer .....William Fairley
Chief Engineer .....Richard Wlna

KOIL
OMAHA—EST. 1925
COLUMBIA BROADCASTING SYSTEM

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Operated By....Central States Broadcasting Co.
Address.....Omaha National Bank Bldg.
Phone Number.....Jackson 7626
Transmitter Location.....Council Bluffs, Iowa
Time on the Air: 6 a.m. to 12:05 a.m.; Sundays, 8 a.m. to 12:05 a.m.
Newspaper Affiliation.....Lincoln Star, Nebraska State Journal
News Service.....INS; AP
Transcription Service.....Standard Radio, Associated
Representative.....Edward Petry & Co.

Personnel

General Manager.....Hugh M. Feltis
Assistant Manager .....Harold Hughes
Sales Prom.-Merchandising Mgr...Harold Roll
Program Director .....Harold Hughes
Musical Director .....Teresa Peter
War Programs.....Bruce Walker
Chief Engineer.....Mark Bullock

KOWH
OMAHA—EST. 1922
BLUE NETWORK

Frequency: 660 Kc.....Power: 500 Watts
Owned By.....World Publishing Co.
Operated By.....Omaha World-Herald
Business Address.....15th and Farnam Sts.
Studio Address.....World Herald Bldg.
Transmitter Location...Northwest of Omaha
Time on the Air.....6 a.m. to local sunset
News Service .....UP
Transcription Service.....Standard Radio
Representative...George P. Hollingbery Co.

Personnel

President.....Henry Doorly
Station Manager.....B. C. Corrigan

WOW
OMAHA—EST. 1923
NATIONAL BROADCASTING CO.

Frequency: 590 Kc.....Power: 5000 Watts
Owned-Operated By.Radio Station WOW, Inc.
Address..Insurance Building, 17th & Farnam Streets
Phone .....Webster 3400
Transmitter Location....56th & Kansas Avenue
Time on the Air.....5:30 a.m. to 1:35 a.m.; Sundays, 7:00 a.m. to 1:35 a.m.
News Service.....UP, Chicago Daily News Foreign Service
Transcription Service.....NBC Thesaurus; Lang-Worth; C. P. MacGregor
Representative.....John Blair & Company

Personnel

President and General Mgr..John J. Gillin, Jr.
Asst. Mgr. in Charge of Sales....Harry Burke
Promotion Manager.....Bill Wiseman
Program Manager .....Lyle DeMoss
Production Manager .....Ray Olsen
Publicity Director.....Bill Wiseman
Director of War Programs.....Harry Burke
Sports Editor.....Tom Dailey
Musical Director.....Morton Wells
Chief Engineer.....Wm. J. Kotera
(See Page 490-491)

KGKY
SCOTTSBLUFF—EST. 1930
KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned By.....L. L. Hilliard, Ruth K. Hilliard and R. M. Stewart
Operated By .....Hilliard Co.
Business Address .....1517 Broadway
Phone Number 856
Studio Address .....1517 Broadway
Transmitter Location .....South Broadway
Time on the Air.....6:00 a.m. to 9:15 p.m.
News Service .....UP
Transcription Service .....NBC Thesaurus; Standard Radio

Personnel

President and Station Manager...L. L. Hilliard
Vice-President-Commercial Manager .....R. M. Stewart
Program Director and Chief Announcer .....Bill Walter
Chief Engineer .....H. Morrison

NEVADA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

KENO

LAS VEGAS—EST. 1940

BLUE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Nevada Broadcasting Company
Business Address.....P. O. Box 1310
Phone Number 1400
Studio Address .....El Rancho Vegas
Transmitter Location.....El Rancho Vegas
Time on the Air.....7:45 a.m. to 11 p.m.
News Service..... INS
Transcription Service.....NBC Thesaurus
Representative.....Homer Owen Griffith

Personnel

President-Station Manager....Maxwell Kelch
Commercial Manager.....Paul R. Gang
Program Director.....Don J. Erskine

KOH

RENO—EST. 1931

BLUE NETWORK

Frequency: 630 Kc.....Power: 1000 Watts
Owned-Operated By: McClatchy Broadcasting Co. of Nevada
Address.....143 Stevenson Street
Phone Number 5106-7
Transmitter Location.....County Road, Sparks, Nevada
Time on the Air....6:00 a.m. to 12 midnight; Saturdays, 7 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
Newspaper Affiliation..The Sacramento Bee; Modesto Bee; Fresno Bee
News Service .....UP
Transcription Service .....NBC Thesaurus
National Sales Office.....Robert Street, 366 Madison Ave., New York, N. Y.
Representative .....Paul H. Raymer Co.

Personnel

President.....Eleanor McClatchy
Station Manager.....Robert L. Stoddard
Program Director .....Mariellen Nenzel
Chief Engineer .....Tom Boland

(See Page 358)

NEW HAMPSHIRE

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

WKNE

KEENE—EST. 1927

COLUMBIA BROADCASTING SYSTEM

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Operated By.....WKNE Corporation
Address.....17 Dunbar St.
Phone Number.....Keene 2080
Transmitter Location..... Stanhope Ave.
Time on the Air.....6:30 a.m. to 11:15 p.m.
News Service ..... UP
Transcription Service.....Lang-Worth
Representative .....Headley-Reed Co.

Personnel

President .....Harry C. Wilder
Station Manager.....David Carpenter
Commercial Manager.....Richard G. Bath
Program Director.....Robert M. Peebles
Publicity-Continuity Director...Ruth Redington
Chief Announcer .....Ted Beebe
Chief Engineer .....Ernest Batchelder

WLNH

LACONIA—EST. 1922

MUTUAL—YANKEE
KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By...Northern Broadcasting Company
Address .....653 Main Street
Phone Number..... Laconia 501
Transmitter Location.....Sanbornton Bay Road, Sanbornton, N. H.
Time on the Air.....7:00 a.m. to 11:15 p.m.; Sundays, 8 a.m. to 11:15 p.m.
News Service ..... AP
Transcription Service .....NBC Thesaurus
Representative.....Bertha Bannan

Personnel

President..... Vernon Mason
General Manager.....Martin B. Avery
Program Director.....Sherwin Greenlaw
Director of Women's Activities.Marie Forsberg
Chief Engineer .....Louis Steady



This is a *Launching Tag*

. . . distributed at every Submarine Launching at the Portsmouth Navy Yard.

• More than 20,000 Sub-makers are paid over $1,000,000 *WEEKLY!*

• EVERY ONE of these workers — and their families—lives in the thriving WHEB *Primary.*

• Good reason why your next New England Campaign should be launched over—

•

Yankee-Mutual

W H E B

Portsmouth, New Hampshire

"1,000 Watts . . . at 750 on the Dial"

•

BERT GEORGES, General Manager

WFEA

MANCHESTER—EST. 1932

NATIONAL BROADCASTING CO.
YANKEE NETWORK

Frequency: 1370 Kc.....Power: 5000 Watts
Owned-Operated By.....N. H. Broadcasting Co.
Address....Carpenter Hotel, 323 Franklin St.
Phone Number.....7970; 7520
Transmitter Location.....Merrimack, N. H.
Time on the Air: 6:30 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
News Service.....UP
Transcription Service.....NBC Thesaurus
Representative: Weed & Co.; Bertha Bannan

Personnel

President .....Mrs. Henry P. Rines
Station Manager.....David F. Shurtleff
Commercial Manager.....Frank Betten
Program Director-Production Manager
Fred Cole
Chief Announcer.....J. G. Kearney
War Programs .....B. Ramsey
Musical Director.....Roger Barrett
Chief Engineer.....Reginald A. B. Schow

•

WMUR

MANCHESTER—EST. 1941

BLUE NETWORK

Frequency: 610 Kc.....Power: 5000 d.; 1000 n.
Owned-Operated By..Radio Voice of New Hampshire, Inc.
Address..... 1819 Elm Street
Phone Number 2090-2091
Transmitter Location.....Front Street
Time on the Air.....6:30 a.m. to 11:30 p.m.
News Service..... AP
Transcription Service.....Associated Music Publishers
Representative.....Spot Sales, Inc.
R. C. Foster & Company

Personnel

President .....Francis P. Murphy
Station Manager .....Harvey Carter
Program Director.....Phyllis Borden
Production Manager-Musical Director
Bert Colter
Chief Announcer.....Armand La Pointe
Chief Engineer.....Vincent H. Chandler

WHEB

PORTSMOUTH—EST. 1932

Frequency: 750 Kc.....Power: 1000 Watts
Owned-Operated By.....WHEB, Inc.
Address.....Lafayette Road, U. S. Highway No. 1
Phone Number 2670
Transmitter Location....Lafayette Road, U. S. Highway No. 1
Time on the Air: 6 a.m. to hour after local sunset; Sundays, 7:45 a.m. to hour after local sunset
News Service..... AP
Transcription Service.....NBC Thesaurus
Representative.....Wm. G. Rambeau
Bertha Bannan

Personnel

Owner.....Hon. Charles M. Dale
General Manager .....Bert Georges
Sales Manager .....Keith Field
Program Director.....Winslow Bettinson
Production Manager-Publicity Director.....Dal Wyant
Chief Announcer .....Bob Athearn
Director War Programs.....W. Bettinson
Talent Director.....Bill Waters
Artists Bureau .....Bill Waters
Continuity Director-Record MC....Bob Athearn
Musical Director.....Katherine Gunther
Chief Engineer.....Paul Lindsay

TELESCRIPTS

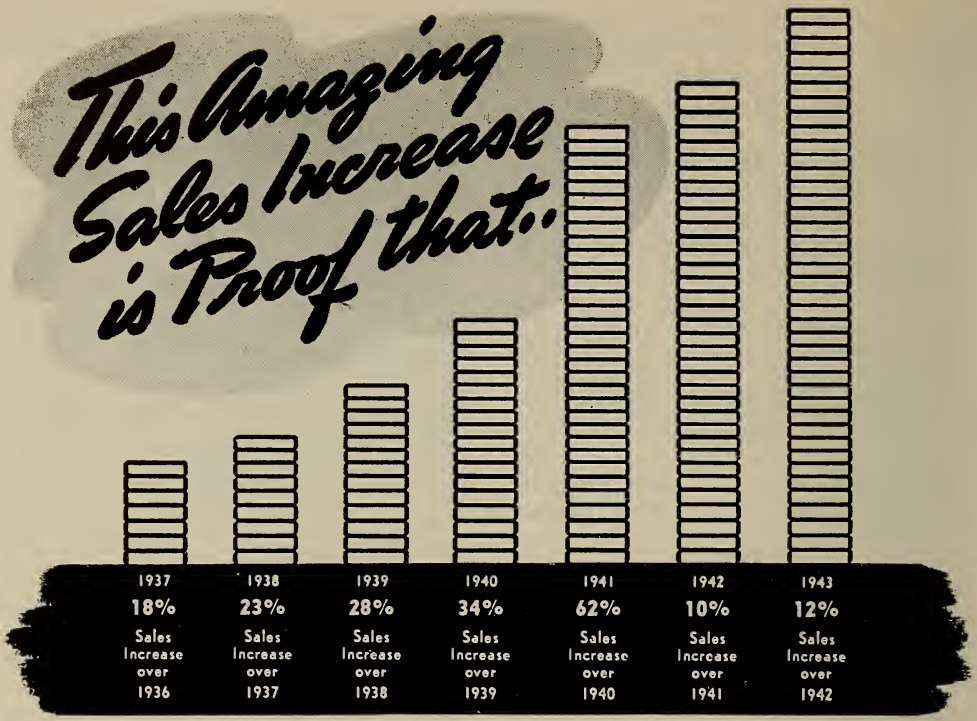
PA

. . . originated by

are complete scripts, cued for music or sound effects, and moved on the special news wire.

AP

Widely sponsored from coast-to-coast.



WHOM DELIVERS "BETTER THAN AVERAGE RESULTS"

There is a large segment of the New York and North Jersey radio audience who look to WHOM for their daily radio fare. These millions of foreign and native born Americans buy huge quantities of goods and services. Year after year, they listen to WHOM for *just what they want to hear*, and loyally support the sponsors. *For Better Than Average Results* for your radio dollars, call or write.

1480 Kilocycles — Full Time Operation

WHOM

FOR BETTER THAN AVERAGE RESULTS

Joseph Lang, Gen. Mgr.

New York Studios: 29 West 57th Street, New York City

NEW JERSEY

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

WCAP

ASBURY PARK—EST. 1926

Frequency: 1310 Kc. .....Power: 500 Watts
Owned-Operated By .....Radio Industries Broadcast Company, Inc.
Business Address.....4 Convention Hall
Phone Number.....Asbury Park 1911-4682
Studio Address.....8-10-12 North Promenade Convention Hall
Transmitter Location.....W. Bangs Avenue, Neptune, N. J.
Time on the Air: Shares with WCAM & WTNJ

Personnel

President .....George S. Ferguson
Station Manager.....V. N. Scholes
Technical Advisor.....Thomas F. Burley, Jr.
Program Director.....Ruth Brown
Chief Announcer.....Phillip O'Farrell
Musical Director.....G. H. Scott
Chief Engineer.....Gordon Shaw

•

WBAB

ATLANTIC CITY—EST. 1939

COLUMBIA BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By..Press-Union Publishing Co.
Business Address.....1900 Atlantic Ave.
Phone Number 5-1111
Studio Address....Absecon Blvd. and Beach Thorofare
Transmitter Location: Absecon Blvd. & Beach Thorofare
Time on the Air.....7 a.m. to 12 midnight
Newspaper Affiliation: Atlantic City Press; Atlantic City Evening Union
News Service .....AP
Transcription Service .....NBC Thesaurus
Representative..... Headley-Reed Co.

Personnel

President .....Albert J. Feyl
General Manager.....Monroe L. Mendelsohn
Program Director.....Ralph Shoemaker
Chief Engineer .....Earle Godfrey

•

WFPG

ATLANTIC CITY—EST. 1940

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Neptune Broadcasting Corporation
Business Address ..... Steel Pier
Phone Number 52188
Transmitter Location.....Steel Pier
Time on the Air.....7:30 a.m. to 1 a.m.
News Service.....UP
Transcription Service .....Associated Music
Representative.....Burn-Smith Company, Inc.

Personnel

General Manager.....Edwin E. Kohn
Program Director.....Edgar A. Sweet
Chief Engineer.....Blair K. Thron

•

WSNJ

BRIDGETON—EST. 1937

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Eastern States Broadcasting Corp.
Address.....Radio Center Bldg.
Phone Number .....Bridgeton 1600
Transmitter Location.....Carll's Corners
Time on the Air.....8:00 a.m. to 8:00 p.m.
News Service .....UP
Transcription Service.....Keystone

Personnel

President-Manager .....Elmer Wene
Station Manager .....Paul Alger
Commercial Manager.....Burt McKinnie
Program Manager .....Lowell Ayars
Publicity Manager .....Will Bartlett
Record MC .....Francis Fekel
Chief Engineer .....Chas. Murray

•

WCAM

CAMDEN—EST. 1926

Frequency: 1310 Kc.....Power: 500 Watts
Owned-Operated By.....City of Camden
Address .....City Hall
Phone Numbers.....Camden 0907-4523-9000
Transmitter Location....Civic Center, Camden
Time on Air: Sun. 10:15 a.m. to 12:30 p.m.; 3 to 5 p.m.; Mon., 10:30 a.m. to 11:30 a.m., 2 to 5 p.m., 8 to 12 midnight; Tues., 2 to 5 p.m.; Wed., 10:30 to 11:30 a.m., 2 to 5 p.m.; Thurs., 2 to 5 p.m.; Fri., 10:30 to 11:30 a.m., 2 to 5 p.m., 9 to 12 midnight; (No time Saturday)
News Service.....AP
Transcription Service.....Standard Radio

Personnel

Chief Executive....Mayor George E. Brunner
Manager-Chief Engineer...Clarence E. Onens
Sales Promotion Manager.....L. M. Maxwell
Program Director.....Elizabeth Renner
Production Manager.....William Markward

When You Think Of AMERICA'S 4TH LARGEST MARKET

1943 BOX SCORE
Comparative ¼ Hour Ratings
12 Noon to 6 P.M.

You MUST Think Of WAAT!

WAAT vs. THREE 50,000 WATTERS COMBINED	LEADS	435 ¼ Hrs.
	TRAILS	360 ¼ Hrs.
	TIED	69 ¼ Hrs.
WAAT vs. FOUR LEADING INDEPENDENTS COMBINED	LEADS	893 ¼ Hrs.
	TRAILS	207 ¼ Hrs.
	TIED	52 ¼ Hrs.

This recapitulation is from the continuous survey conducted in North Jersey by "The Pulse of New York" (cooperatively paid for by ALL major stations in this area), covering an impartial study of ¼ hour ratings from 12 Noon to 6 P.M. for THE ENTIRE YEAR OF 1943!

And Here's The PROOF!



Yes—these figures speak for themselves! They're the hard cold facts conclusively proving that dollar-for-dollar WAAT is New Jersey's best radio buy—that it must be considered for any schedule that aims at REAL coverage of this vast market.* If you'd like to see the COMPLETE survey—with all the convincing facts and figures—write or phone today!

National Representatives (Outside New York Area) Spot Sales, Inc.

WAAT

970 KC
NEWARK, N. J.

"DOLLAR FOR DOLLAR NEW JERSEY'S BEST RADIO BUY"

**Do you realize this market conthins over 3½ million people; more than these 14 cities combined: Kansas City, Indianapolis, Rochester, Denver, Atlanta, Dallas, Toledo, Omaha, Syracuse, Richmond, Hartford, Des Moines, Spokane, Fort Wayne*

WHOM

JERSEY CITY—EST. 1928

Frequency: 1480 Kc. ..Power: 1000 d.; 500 n.
Owned-Operated By....New Jersey Broadcasting Corporation
Business Address..29 W. 57th St., New York, N. Y.
Phone Number.....Plaza 3-4204
Studio Addresses..2870 Hudson Boulevard; 29 W. 57th St., New York City
Transmitter Location.....Washington Street
Time on the Air: 7 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
News Service.....AP
Transcription Service.....Lang-Worth; BMI

Personnel

President.....Paul F. Harron
General Manager.....Joseph Lang
Assistant Manager .....West W. Willcox
Commercial-Sales Promotion Manager.....J. M. Compter
Program Director-Production Manager Chas. Baltin
Ass't .....Steven Hollis
Director of War Programs.....Charles Baltin
Musical Director.....Joseph DeLuca
Chief Engineer .....Theodore Gemp

(See Page 496)

•

WAAT

NEWARK—EST. 1920

NEW JERSEY STATE NETWORK

Frequency: 970 Kc.....Power: 1000 Watts
Owned-Operated By .....Bremer Broadcasting Corporation
Address .....11 Hill St., Newark
Phone Number.....Mitchell 2-6400
Studio Address.....Hotel Sheraton, Newark
Transmitter Location.....Kearny
Time on the Air.....24 hours daily
News Service.....UP
Transcription Service.....World Broadcasting System
Representative.....Spot Sales, Inc

Personnel

President.....Matthew B. Rosenhaus
Executive Vice-President-General Manager Irving Robert Rosenhaus
Vice-President in Charge of Sales, A. B. Schillin
Vice President in Charge of National Sales Victor Bennett
Program Director .....Roland Trenchard
Director War Activities.....Janice Grandy
Production Manager.....Lee Stewart
Traffic Manager.....Grace Reese
Comptroller .....Theodore Elkins
Sales Promotion.....Jay Stanlee
Publicity .....Mary Linnon
Chief Announcer .....David Miller
Record MC.....Paul Brenner
Chief Engineer.....Anthony Castellini
Musical Director.....Gus Steck
Technical Supervisor.....Frank V. Bremer

•

WHBI

NEWARK—EST. 1922

Frequency: 1280 Kc...Power: 2500 d.; 1000 n.
Owned-Operated By .....May Radio Broadcast Corp.
Address .....100 Shipman Street
Phone Number .....Mitchel 2-7354
Transmitter Location..... Newark
Time on the Air.....Limited

Personnel

President-General Manager..James L. Shearer

ANOTHER FIRST

for PA

AP HOURLY NEWS SUMMARIES

PA originated hourly news summaries on the special AP radio news wire.

WPAT

PATERSON—EST. 1941

Frequency: 930 Kc.....Power: 1000 Watts
Owned-Operated By....North Jersey Broadcasting Co., Inc.
Address .....7 Church St., Paterson
Phone Numbers....Armory 3-3400 (Paterson)
Transmitter Location.....Clifton, N. J.
Time on the Air.....To local sunset
News Service .....UP
Transcription Service.....Associated Music Publishers
New York Office.....1501 Broadway
Representative .....Bertha Bannan

Personnel

President.....James V. Cosman
Vice-President and General Manager
Sidney J. Flamm
Commercial Manager .....A. Lewis King
Sales Promotion .....Helen Leighton
Chief Announcer .....Wm. Bohack
Program Director.....Ted Webbe
Publicity Director .....David Golden
Record MC .....Stephen Ellis
Chief Engineer.....Earl F. Lucas

WTNJ

TRENTON—EST. 1923

QUAKER NETWORK

Frequency: 1310 Kc.....Power: 500 Watts
Owned-Operated By.....WOAX, Inc.
Address .....416 Bellevue Avenue
Phone Number 8149
Transmitter Location: Lincoln Point, Morrisville, Pa.
Time on the Air: 7 a.m. to 10:30 a.m., Mon. thru Sat.; 5 p.m. to 8 p.m. Mon. thru Fri.; Saturdays, 4 p.m. to 8 p.m.; Sundays, 5 p.m. to 8 p.m.
News Service..... UP
Transcription Service....Langworth; C. P. Mac Gregor

Personnel

Vice-President-General Manager..F. J. Wolff
Commercial Manager.....H. M. Gebert
Sales Promotion Manager .....Dave Rolontz
Program Director.....Walter Lewis
Director of War Programs...Marian Marshall
Production Manager.....Louis Jerome
Chief Announcer..... Robert Carroll
Chief Engineer.....Edward P. Knowles

Sell your clients...



The fastest growing station in the Metropolitan Area!

COVERAGE MAP AND RATE CARD SUPPLIED ON REQUEST

RADIO STATION **WPAT** { PATERSON, NEW JERSEY • PARAMOUNT BLDG. NEW YORK

WTTM

TRENTON—EST. 1941

Frequency: 920 Kc.....Power: 1000 Watts
Owned-Operated By....Trent Broadcast Corp.
Address.....35 West State St.
Phone Number 2-7127
Transmitter Location.....Yardley, Pa.
Time on the Air..... Unlimited license
Representative .....Spot Sales, Inc.

Personnel

President .....Charles Quinn
Station Manager .....Paul Alger
Program Director.....Milton T. March
Chief Engineer.....Blair K. Thron

WAWZ

ZAREPHATH—EST. 1931

Frequency: 1380 Kc....Power: 5000 d.; 1000 n.
Owned By .....Pillar of Fire
Operated By.....Alma White College
Address ..... Zarephath
Phone Number .....Bound Brook 223
Transmitter Location..Alma White College, Zarephath
Time on the Air.....Shares time

Personnel

President .....Bishop Alma White
Vice-President-Secretary-Co-Manager .....Arthur K. White
Vice-President-Co-Manager ....Ray B. White
Chief Engineer.....N. L. Wilson
(Non-Commercial Station)

NEW MEXICO

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

KGGM

ALBUQUERQUE—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 1260 Kc.....Power: 1000 Watts
Owned-Operated By..New Mexico Broadcasting Company
Address .....5th and Central Ave.
Phone Number 4545
Transmitter Location .....Atrisco
Time on the Air:.....6 a.m. to 12 midnight
News Service.....Transradio; UP
Transcription Service....World Broadcasting System
Representative .....Weed & Co.

Personnel

President .....A. R. Hebenstreit
Station Manager.....Harry Burdick
Sales Promotion Manager.....Jerry Oppel
Program Director .....Robert Chapman
Publicity .....I. Stockwell
Musical Director Chief Announcer .....Walt. Peterson
Chief Engineer.....Leonard Dodds

•

KOB

ALBUQUERQUE—EST. 1922

BLUE NETWORK
NATIONAL BROADCASTING CO.

Frequency: 770 Kc...Power: 50000 d.; 25000 n.
Owned-Operated By....Albuquerque Broadcasting Company
Address.....420 West Gold Avenue
Phone Number..... 4411
Transmitter Location...Alameda, New Mexico
Time on the Air:.....6 a.m. to 12 midnight
News Service .....INS, AP
Transcription Service.....NBC Thesaurus
Representative.....Free & Peters, Inc.

Personnel

President .....T. M. Pepperday
Manager ..... Frank Quinn
Sales Manager and Program Director .....Merle Tucker
Director War Programs.....Martha Summers
Chief Announcer and Production.....Clarence Van Haaften
Chief Engineer.....Geo. S. Johnson

•

KAVE

CARLSBAD—EST. 1936

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....Carlsbad Broadcasting Co.
Address .....800 South Canal Street
Phone Number 244
Transmitter Location.....La Huerta, N. M.
Time on the Air .....7 a.m. to 9 p.m.
News Service ..... UP

Personnel

Station Manager .....Jack Hawkins
Chief Announcer .....Lyn Pitcaithley
Chief Engineer .....Carl C. Cook

KICA

CLOVIS

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated by.....DeWitt Landis
Address .....321 Main St.
Phone Number 3
Transmitter Location...10th at Hillcrest Park
Time on the Air.....6:30 a.m. to 9 p.m.
News Service ..... UP
Transcription Service.....Associated Record Program Service Publishers
Representative.....Forjoe & Co.

Personnel

President-Owner .....DeWitt Landis
Station-Commercial Manager..R. B. McAllister
Sales Promotion.....Grady Maples
Chief Engineer.....Vernon Hughes

KWEW

HOBBS—EST. 1938

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 100 Watts
Owned-Operated By .....W. E. Whitmore
Address .....Hardin Hotel
Transmitter Location .....Hobbs
Time on the Air .....7 a.m. to 9:15 p.m.
Transcription Service..C. P. MacGregor, Standard Radio; Keystone Broadcasting System

Personnel

President-Owner .....W. E. Whitmore
General Manager.....Gertrude Dimpel

KFUN

LAS VEGAS—EST. 1941

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Southwest Broadcasters, Inc.
Business Address.....P. O. Box 710
Phone Number 83
Studio Address.....½ mile east of Las Vegas
Transmitter Location
½ mile east of Las Vegas
Time on the Air: 7 a.m. to 9 p.m.; Sundays, 11 a.m. to 7 p.m.
News Service ..... INS
Transcription Service.....Standard Radio

Personnel

President-Station Manager....E. N. Thwaites
Program Manager.....Dorothy G. Thwaites
Spanish Department.....Henry R. Tafoya, Jr.
Chief Engineer.....A. F. Schultz

KGFL

ROSWELL—EST. 1927

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 100 Watts
Owned-Operated By.....KGFL, Inc.
Address .....310 N. Richardson Street
Phone Number 288
Transmitter Location .....511 W. 16th Street
Time on the Air .....6:30 a.m. to 9 p.m.
Transcription Service .....C. P. MacGregor

Personnel

President-Station Manager ...W. E. Whitmore
Commercial-Sales Promotion Manager
John McBoyle
Program Director-Chief Announcer
Jack Whiteman
Chief Engineer .....Melvin Unger

KVSF

SANTA FE—EST. 1934

Frequency: 1340 Kc.....Power: 100 Watts
Owned-Operated By.....New Mexico Broadcasting Co.
Address .....759 Cerillos Road
Phone Number 2020
Transmitter Location .....Santa Fe
Time on the Air.....7 a.m. to 11 p.m.
Transcription Service.....World
Representative .....Weed & Co.

Personnel

President .....A. R. Hebenstriet
Manager .....Ivan Head

KTNM

TUCUMCARI—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By..... Krasin-Krutzner
Address ..... Tucumcari
Phone Number 192
Transmitter Location .....Tucumcari
Time on the Air.....7 a.m. to 7:15 p.m.
Transcription Service.....Standard Radio
Representative .....Cox & Tanz

Personnel

Station Manager .....Lester Knasin



NEW YORK

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

WABY

ALBANY—EST. 1933

MUTUAL

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Adirondack Broadcasting Co., Inc.
Address..... Radio Centre
Phone Number 4-4194
Transmitter Location.....Colonie, N. Y.
Time on the Air: 7 a.m. to 12:05 a.m.; Sundays, 7 a.m. to 12:05 a.m.
Newspaper Affiliation...Knickerbocker News
News Service .....UP, Transradio
Transcription Service.....Standard Radio
Representative.....J. P. McKinney & Son

Personnel

General Manager.....Harold E. Smith
Assistant Manager.....Deuel Richardson
Sales Manager.....Harry Goldman
Sales Promotion Manager.....Paul Dennis
Program Director.....Johnny Lee
Director War Programs.....G. N. Rand
Musical Director.....Carl Miller
Chief Engineer.....James A. Corey

WOKO

ALBANY—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 1460 Kc...Power: 1000 d.; 500 n.
Owned-Operated By.....WOKO, Inc.
Address ..... Radio Centre
Phone Number..... 4-4193
Transmitter Location.....Central Avenue
Time on the Air: 6:45 a.m. to 12:05 a.m.; Sundays, 8 a.m. to 12:05 a.m.
Newspaper Affiliation...Knickerbocker News
News Service .....UP, Transradio
Representative.....J. P. McKinney & Son

Personnel

General Manager.....Harold E. Smith
Assistant Manager.....Deuel Richardson
Sales Manager.....Harry L. Goldman
Sales Promotion Manager.....Paul Dennis
Program Director..... Johnny Lee
Musical Director.....Carl Miller
Chief Engineer.....O. A. Sardi

IN THE **CENTER**

OF THE

ALBANY - TROY - SCHENECTADY AREA

The Radio Centre Stations

WOKO CBS

WABY MUTUAL

ALBANY, NEW YORK

Harold E. Smith, General Manager

WMBO

AUBURN—EST. 1926

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....WMBO, Inc.
Address.....Metcalf Building, 141 Genesee St.
Phone Number 433
Transmitter Location.....Corner York and Division Streets
Time on the Air .....8 a.m. to 8 p.m.
Newspaper Affiliation.....Auburn Citizen-Advertiser
News Service ..... AP
Transcription Service .....Standard Radio

Personnel

President.....William O. Dapping
General Manager .....Frederick L. Keesee
Musical Director-Publicity Director .....Dorothy Bolin
Chief Engineer.....Herbert House

•

WBTA

BATAVIA—EST. 1940

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Batavia Broadcasting Corporation
Address .....90 Main Street
Phone Numbers.....715; 716; 2100
Transmitter Location .....Creek Road
Time on the Air: 7 a.m. to 8 p.m.; Sundays, 10:30 a.m. to 6 p.m.
News Service .....UP
Representative .....Sears & Ayer, Inc.

Personnel

Station Manager .....Joseph M. Ryan
Sales Manager.....Frederick R. MacLaughlin
Program Director .....Harriette Taylor
Chief Engineer .....Howard Cochran

•

WNBF

BINGHAMTON—EST. 1927

COLUMBIA BROADCASTING SYSTEM
MUTUAL BROADCASTING SYSTEM

Frequency: 1290 Kc..... Power: 5000 Watts
Owned-Operated By.....Wylie B. Jones Advertising Agency
Address .....Arlington Hotel
Phone Number.....Binghamton 2-3461
Transmitter Location .....Ingraham
Time on the Air.....6 a.m. to 12:05 a.m.
News Service .....UP
Transcription Service ...World Broadcasting
Representative.....John Blair & Co.



Personnel

President .....John C. Clark
General Manager.....Cecil D. Mastin
Sales Promotion Manager.....Nina Fenson
Program Director.....E. Ray McCloskey
Production Manager .....Walter Roberts
Musical Director.....Donald Grey
Chief Engineer.....Lester H. Gilbert

•

WBYN

BROOKLYN—EST. 1941

Frequency: 1430 Kc...Power: 1000 d.; 500 n.
Owned-Operated By..... WBYN—Brooklyn, Inc.
Address.....1 Nevins St., Brooklyn
Phone Number .....TRiangle 5-3300
Transmitter Location.....583 Meserole St.
Time on the Air.....7 a.m. to 12 midnight
News Service .....AP; INS

Personnel

Acting-General Manager....William Norins
Program Director .....Lorraine Rhodes
Chief Engineer.....Peter Testan

(See Page 504)

•

WBBR

BROOKLYN—EST. 1934

Frequency: 1330 Kc.....Power: 1000 Watts
Owned-Operated By....Peoples Pulpit Assn.
Address .....124 Columbia Heights
Phone Number .....MAin 4-9735
Transmitter Location.....Rossville, Staten Island
Time on the Air..... Shares time

Personnel

Manager.....Andrew K. Wagner

(Non-Commercial Station)

•

WLIB

BROOKLYN—EST. 1942

Frequency: 1190 Kc.....Power: 1000 Watts
Owned-Operated By.....WLIB, Inc.
Address .....846 Flatbush Avenue
Phone Number .....BUckminister 7-5900
Transmitter Location.....Newtown Creek
Time on the Air....Sunrise to sunset in Ft. Wayne, Ind.
News Service .....UP
Transcription Service .....Associated Music and World
National Representative.....The Walker Co.

Personnel

President .....Elias Godofsky
Sales Manager.....Robert M. Scholle
Sales Promotion Manager.....Louis Berne
Program Director.....Paul Gould
Production Manager.....Roger Wayne
Publicity Director .....Ted Zittel
Chief Announcer .....Murray Jordon
Musical Director .....Waldo Mayo
Chief Engineer.....Arthur Faske

•

WBNY

BUFFALO—EST. 1935

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Roy L. Albertson
Address.....485 Main Street
Phone Number .....Madison 4000
Transmitter Location.....154 Eagle Street
Time on the Air: 7 a.m. to 12 midnight; Sundays, 9 a.m. to 12 midnight
News Service .....Transradio; AP; UP

Personnel

Owner and General Manager.....Roy L. Albertson
Commercial Manager-Program Director .....Virginia C. Fyda
Chief Announcer .....H. C. Schellenberg
Musical Director.....Arthur Crosson
Chief Engineer.....Thomas L. Vines

News Comes First

at

WBNY

★

Buffalo's only independent station is noted for its quick, accurate coverage of all worldwide and local happenings of importance . . . full Transradio Press, Associated Press and United Press services provide many outstanding beats . . . all Western New York follows WBNY's newscasts. Fifteen newscasts daily.

★

WBNY

Owned and Operated by
ROY L. ALBERTSON

485 Main Street Buffalo, N. Y.

WBEN

BUFFALO—EST. 1930

NATIONAL BROADCASTING CO.

Frequency: 930 Kc.....Power: 5000 Watts
Owned-Operated By.....WBEN, Inc.
Address .....Hotel Statler
Phone Number.....CLeveland 6400
Transmitter Location.....Grand Island, N. Y.
Time on the Air: 6 a.m. to 1 a.m.; Sundays, 8:30 a.m. to 12:05 a.m.
Newspaper Affiliation.....Buffalo Evening News
News Service .....AP, UP
Transcription Service.....NBC Thesaurus; Langworth
Representative.....Edward Petry & Co., Inc.

Personnel

President.....Edward H. Butler
Vice-President.....A. H. Kirchhofer
Station Manager.....Edgar H. Twamley
Asst. Station Manager....C. Robt. Thompson
Program Director .....Chas. Lewis
Director of Sports .....Van Patrick
Director of Women's Programs .....Margaret Wilkinson
Publicity Director .....Helen King
Chief Announcer and War Programs .....Woodrow Maynuson
Musical Director .....James Freiling
Record MC .....Clint Buehlman
Chief Engineer.....Ralph J. Kingsley

•

WEBR

BUFFALO—EST. 1924

BLUE NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....WEBR, Inc.
Address .....23 North Street
Phone Number .....LIncoln 7133
Transmitter Location....Larkin Terminal Bldg.
Time on the Air: 7a.m. to 12 midnight; Sundays, 8:30 a.m. to 12 midnight
Newspaper Affiliation..Buffalo Courier-Express
News Service .....AP
Transcription Service.....Lang-Worth Standard Radio
Representative.....Weed & Company

Personnel

President .....Paul E. Fitzpatrick
Station Director .....Cy King
Sales Manager.....William Doerr, Jr.
War Program Manager.....Albert H. Zink
Program Director .....Ed Wegman
Publicity .....Jim Kennedy
Chief Announcer .....C. L. Allen
Musical Director .....A. Bono
Record MC .....Ed Tucholka
Chief Engineer .....Raymond Lamy

WGR

BUFFALO—EST. 1922

MUTUAL BROADCASTING SYSTEM

Frequency: 550 Kc...Power: 5000 d.; 1000 n.
Owned-Operated By.... Buffalo Broadcasting Corp.
Address .....Rand Bldg.
Phone Number..... Washington 3100
Transmitter Location.....Hamburg, N. Y.
Time on the Air .....6 a.m. to 2 a.m.
News Service..... UP
Transcription Service....World Broadcasting System; Associated Music Publishers
Representative.....Free & Peters

Personnel

President .....H. W. Deyo
Executive Vice-President.....I. R. Lounsberry
Sales Manager.....John A. Bacon
Program Manager .....Karl Hoffman
Sales Promotion .....R. McPherson
Chief Engineer.....Karl B. Hoffman

•

WKBW

BUFFALO—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 1520 Kc.....Power: 50000 Watts
Owned-Operated By.....Buffalo Broadcasting Corp.
Address .....Rand Building
Phone Number .....Washington 3100
Transmitter Location.....Hamburg, N. Y.
Time on the Air .....24 hours daily
News Service..... UP
Transcription Service.....World Broadcasting System; Associated Music Publishers
Representative .....Free & Peters

Personnel

President .....H. W. Deyo
Executive Vice-President.....I. R. Lounsberry
Program Director .....Karl Hoffman
Sales Manager.....John A. Bacon
Sales Promotion Manager.....R. McPherson
Chief Engineer.....Karl B. Hoffman

•

WENY

ELMIRA—EST. 1939

NBC-MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Elmira Star-Gazette
Business Address .....201 Baldwin St.
Phone Number 5181
Studio Address.....Mark Twain Hotel
Transmitter Location.....Schuyler Ave.
Time on the Air: 7:30 a.m. to 2 a.m.; Sundays, 9 a.m. to 1 a.m.
Newspaper Affiliation..Elmira Star-Gazette; Sunday Telegram; Elmira Advertiser
News Service .....UP
Transcription Service....World Broadcasting
Representative.....J. P. McKinney & Son

Personnel

Director.....Dale L. Taylor
Sales Manager .....Phillip Cameron
Commercial Manager.....Ernest F. Oliver
Program Director.....Woodrow Ott
Chief Engineer.....Thurlow A. Greene

W G B B

FREEPORT—EST. 1924

Frequency: 1240 Kc.....Power: 100 Watts
Owned-Operated By.....H. H. Carman
Address.....44 So. Grove Street
Phone Number .....Freeport 2418
Transmitter Location.....215 Bedell Street
Time on the Air....Shares time; WBRB, WFAS
Transcription Service .....NBC Thesaurus

Personnel

Owner and General Manager...H. H. Carman
Commercial Manager .....Neal Seaman
Chief Engineer.....Robert Milos

W H C U

ITHACA—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 870 Kc.....Power: 1000 Watts
Owned-Operated By.....Cornell University
Business Address.....Ithaca Savings Bank
Phone Number 3438
Studio Addresses: Ithaca Savings Bank Bldg.; Campus Studio; Cornell Countryman Bldg.; Cornell Campus
Transmitter Location.....Forest Home, Ithaca
Time on the Air.....6:30 a.m. to sundown New Orleans
News Service ..... UP
Transcription Service.....NBC Thesaurus
Representative .....Howard N. Wilson Co.

Personnel

Station Manager.....Michael R. Hanna
Commercial Managers.....H. Stilwell Brown, Bernard F. Goodrich
Sales Promotion.....Theodore T. Howes
Program Director.....Joseph A. Short
Chief Announcer .....John Deal
Chief Engineer.....True McLean

W J T N

JAMESTOWN—EST. 1924

BLUE NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....James Broadcasting Company, Inc.
Address.....208 Hotel Jamestown Bldg.
Phone Number 7-151
Transmitter Location: Jones & Gifford Avenue and Hallock Street Extension
Time on the Air: 6:30 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
News Service ..... UP
Transcription Service .....Associated Music Publishers
Representative.....Wm. G. Rambeau Co.

Personnel

President.....Jay E. Mason
General Manager and Treasurer.....Dayton S. Wilkins
Promotion Manager-Program Director..... A. E. Spokes
Publicity Director .....Catherine Lindhstrom
Chief Engineer.....Harold J. Kratzert

W K N Y

KINGSTON—EST. 1939

MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By....Kingston Broad. Corp.
Address .....Governor Clinton Hotel
Phone Number .....Kingston 4500
Transmitter Location.....Plainfield St., Ulster
Time on the Air.....7:30 a.m. to 11 p.m.
News Service ..... INS

Personnel

President.....Louis J. Furman
Acting General Manager.....Lou Steketee
Commercial Manager.....George Hard
Chief Announcer .....Bill Brophy
Record MC .....Jack Abernathy
Chief Engineer.....W. J. Fahey

For

RESULTS

In

Southwestern New York and Northwestern Pennsylvania

Ask

William G. Rambeau
Company

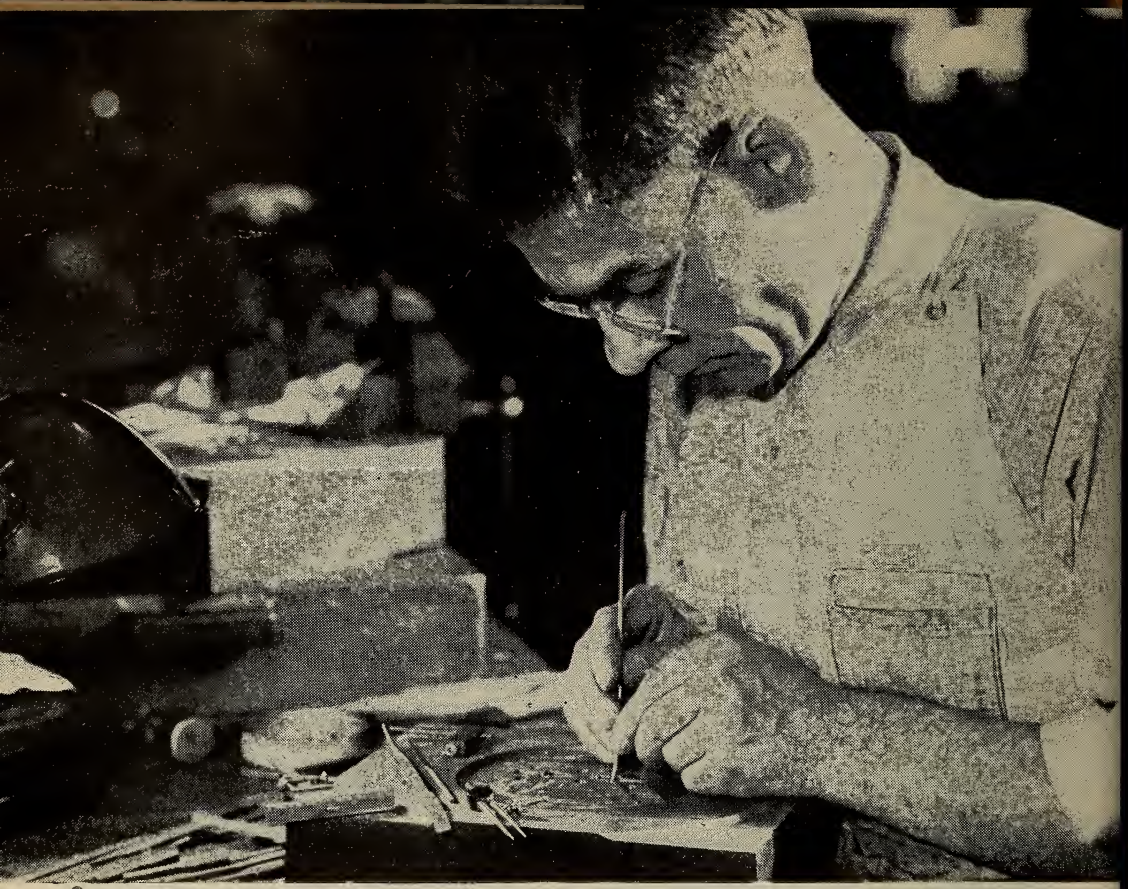
About

W J T N

Jamestown, N. Y.

•

Blue Network



THIS IS JOE RIZUNSKI

Joe is a die setter. He makes $115 a week, lives in Brooklyn. His boy Steve is in the Army. He has another son, age 12, and Anna, 18, who goes to Hunter College.

Joe works hard all day. In the evening when he relaxes, his favorite radio program is not a network musical or dramatic show, but the *Polish Variety Hour*, which he listens to on WBNX.

Joe's language is Polish. He combines the culture and tradition of his native land with loyalty for America. He puts 20% of his salary into war bonds. "I'm glad to be an American. My children have the advantages of the land of opportunity."

There are 661,170 Joe Rizunskis in the WBNX area. Members of the WBNX family of listeners. To them WBNX is more than a station, it is an institution. It carries to the millions of foreign born sales messages in the intimacy of their native language. It sells merchandise to the thousands of Joe Rizunskis who have money to spend. Let us give you the facts. WBNX, New York 51, N. Y.

In the WBNX Service Area there are:

2,450,000 Jewish Speaking Persons
1,522,946 Italian Speaking Persons
1,236,758 German Speaking Persons
661,170 Polish Speaking Persons
200,000 Spanish Speaking Persons

WBNX

5000 WATTS DIRECTIONAL OVER NEW YORK

America's Leading Foreign Language Station

WALL

MIDDLETOWN—EST. 1942

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By .....Community Broadcasting Corp.
Business Address.....14 South St.
Phone Number.....Middletown 6050
Transmitter Location.....229 Monhagen Ave.
Time on the Air.....7 a.m. to 11 p.m.
News Service .....INS

Personnel

Co-Presidents.....Elsie & Martin Karig, Sr.
Station Manager.....Martin Karig, Jr.
Commercial Manager.....Z. E. Van Fleet
Sales Promotion Manager.....John Jones
Program and Musical Director.....M. Karig, Jr.
Record MC's.....Warren Kirkander, Helen Warnock, Bob Lee, Al Gordon

•

WGNY

NEWBURGH—EST. 1934

Frequency: 1220 Kc.....Power: 1000 Watts
Owned-Operated By .....WGNY Broadcasting Co., Inc.
Business Address .....161 Broadway
Phone Number 4600
Studio Addresses: 161 Broadway, Newburgh; 28 James St., Middletown
Tranmitter Location.....Cochecton Turnpike
Time on the Air.....8:00 a.m. to 5:30 p.m.
Newspaper Affiliation: Speidel Newspapers, Inc.; Poughkeepsie New Yorker
News Service .....UP
Transcription Service .....Standard

Personnel

President.....Merritt C. Speidel
Station Manager .....Harold W. Cassill
Sales Manager .....Joseph Rake
Program Director.....Richard Crans
Musical Director.....Jane Welch
Chief Engineer .....Marvin Seines

•

WABC

NEW YORK CITY—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 880 Kc.....Power: 50000 Watts
Owned-Operated By..Columbia Broadcasting System, Inc.
Business Address.....485 Madison Avenue
Phone Number.....Wickersham 2-2000
Studio Addresses: 485 Madison Ave.; 49 E. 52nd St.; 1697 Broadway; 799 Seventh Ave.; 251 W. 45th St.; 254 W. 54th St.
Transmitter Location: Columbia Island, New Rochelle, N. Y.
Time on the Air:.....24 hours daily
News Service.....AP; INS; UP
Transcription Service.....Associated Music Publishers; Langworth Feature Programs
Representative..... Radio Sales

Personnel

President .....William S. Paley
General Manager.....Arthur Hull Hayes
Commercial Manager.....John H. Field, Jr.
Sales Promotion Manager.....Jules Dundes
Program Director.....George Allen
Manager of Studio Operation.....D. Gordon Graham
Sales Service Manager.....Stanley H. Pulver
Director of Women's Programs.....Mary Jane Kroll
Manager of Press Information.....J. E. Doyle
Music Director.....Eugene Stinson
Chief Engineer .....Henry Grossman
(For additional personnel see listing of Columbia Broadcasting System, Inc., under Networks

•

WBNX

NEW YORK—EST. 1927

Frequency: 1380 Kc.....Power: 5000 Watts
Owned-Operated By....WBNX Broadcasting Co., Inc.
Address .....260 E. 161st Street
Phone Number .....MElrose 5-0333
Transmitter Location.....Rutherford, N. J.
Time on the Air...¾ time shared with WAWZ
News Service .....AP
Transcription Service.....Standard Radio
National Representative.....Forjoe & Co.

Personnel

President.....A. L. Haskell
Vice-President.....W. C. Alcorn
General Manager.....W. I. Moore
Production Manager.....Edw. Ervin
Program Director.....Frank Johnson
Publicity .....Carl Post
Musical Director.....Fred Mendelsohn
Chief Engineer .....A. Solbrig

•

WEAF

NEW YORK—EST. 1922

KEY STATION NBC

Frequency: 660 Kc.....Power: 50000 Watts
Owned-Operated By .....National Broadcasting Co.
Address .....30 Rockefeller Plaza

Phone Number .....CIrcle 7-8300
Transmitter Location....Port Washington, N. Y.
Time on the Air: 6:30 a.m. to 1 a.m.; Sunday, 8 a.m. to 1 a.m.
News Service.....AP, UP, INS
Transcription Service.....NBC Thesaurus
Representative...NBC National Spot & Local Sales

Personnel

President.....Niles Trammell
Assistant Manager.....deLancey Provost
Program Manager.....Wynn Wright (NBC Eastern Division Program Manager)
Promotion Manager.....Edw. deSalisbury
Press Representative .....John McKay
Farm Director.....Merton Emmert
Sales: James V. McConnell, Mgr. Nat'l Spot Sales; Wm. O. Tilenius, Asst. Manager
Director of War Programs.....William Burke Miller
Chief Announcer.....Patrick J. Kelly
Musical Director.....Frank Black
Chief Engineer.....F. A. Wankel

(For additional personnel see listing of National Broadcasting Co., under Networks.)

•

WEVD

NEW YORK—EST. 1927

Frequency: 1330 Kc.....Power: 5000 Watts
Owned-Operated By .....Debs Memorial Radio Fund, Inc.
Address .....117 West 46th Street
Phone Number .....BRyant 9-2360
Transmitter Location.....Maspeth, L. I., N. Y.
News Service .....AP
Time on the Air: 7 a.m. to 10 a.m., 12 noon to 6 p.m. and 8 p.m. to 1 a.m.; no schedule Monday night

Personnel

Chairman of Board.....Adolph Held
Managing Director.....Henry Greenfield
Chief Announcer.....David Niles
Program Director.....George Field
Musical Director.....Nicholas Saslavsky
Chief Engineer .....Charles Brown

WHN

NEW YORK—EST. 1922

Frequency: 1050 Kc.....Power: 50000 Watts
Owned-Operated By.....Marcus Loew Booking Agency
Address .....1540 Broadway
Phone Number .....BRyant 9-7800
Transmitter Location .....East Rutherford, N. J.
Time on the Air.....6 a.m. to 2 a.m.
News Service.....UP; AP
Transcription Service .....Associated
Representative.....Wm. G. Rambeau Co.

Personnel

Director.....Herbert L. Pettey
Station Manager.....Frank Roehrenbeck
Director of Sales.....Bertram Lebhar, Jr.
Program Manager.....Fred Raphael
Comptroller.....Jacques Van Straten
Publicity Director .....Walter Dennis
Night Manager .....Vincent Pote
Musical Director.....Don Albert
Chief Engineer.....Paul Fuelling

(See Page 511)

5000 WATTS 1330 KC.

WEVD

ENGLISH • JEWISH • ITALIAN

For millions of high-income families in the great Metropolitan New York Market WEVD is the *first* station of interest . . .

because no where else can they obtain WEVD's unique cultural, educational and entertainment features.

A large number of national advertisers have for years capitalized this fact and include WEVD as a "must" on their schedules.

Ask for "Who's Who on WEVD" . . . sent on request.

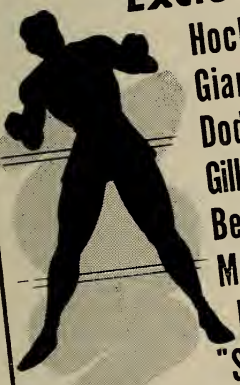
WEVD

117-119 West 46th St., New York, N. Y.

"Look at all three"...

WHN brings its listeners radio's most complete schedule of sports . . . music . . . and news!

SPORTS!



Exclusive . . .

Hockey
Giants Football
Dodgers Baseball
Gillette Prize Fights
Bert Lee
Marty Glickman
Red Barber
"Sports Extra"

MUSIC!



Don Bestor and his Orchestra
Karole Singer
Barry Sisters
Kay Stevens
Don Saxon
"Gloom Dodgers"
Dick Gilbert
"Music to Read By"

NEWS!



Fulton Lewis, Jr.
Fulton Ousler
Paul Sullivan
George H. Combs, Jr.
Sidney Walton
Adrienne Ames
"Newsreel Theater"
and full newscasts and public relations programs

. . . and for all these it's 1050 on your dial

WHN
NEW YORK

Represented by RAMBEAU

50,000 WATTS in the NATION'S No. 1 MARKET!



HEAR YE! HEAR YE!

IN OLD DAYS, the "Towne Crier" was a busy person. He was the Time Signal—the Newscaster and the Gossip Reporter — the most "listened to" in his area.

But those days of old have grown young. Individualism has given way to science and industry — to newspapers and radio with greater coverage, more circulation, and more listeners.

GREATER COVERAGE — MORE LISTENERS

That, briefly, is the NEW story at the NEW WINS. WINS is now operating on 10,000 WATTS at 1010 on the dial.

That means greater coverage and more listeners for your story. Add new and improved programs* now being carried on WINS and you have a new means of getting "time and a half" for your advertising dollar.

1010 on N. Y. Dial **WINS** NEW YORK 10,000 Watts

Exclusive!

BASKETBALL BROADCASTS DIRECT FROM MADISON SQUARE GARDEN.
FARRAR "BUB" BURN'S HOMESPUN NEWS COMMENTARIES.
HOUSEWIVES JACKPOT – A MONEY GIVEAWAY WITH A RATING THAT RATES.
A PRODUCTIVE PRODUCTION DEPARTMENT TO HELP YOU PRODUCE SHOWS THAT SELL.

WINS

NEW YORK—EST. 1924

Frequency: 1010 Kc.....Power 10000 Watts
Owned-Operated By .....Hearst Radio, Inc.
Address.....28 West 44th Street
Phone Number .....BRyant 9-6000
Transmitter Location.....Lyndhurst, N. J.
Time on the Air.....Unlimited License
Newspaper Affiliation: N. Y. Journal-American; N. Y. Daily Mirror
News Service.....AP, INS
Transcription Service ....World Broadcasting System; Standard Radio

Personnel

Station Manager.....Clarence G. Cosby
Sales Manager.....John T. Adams, Jr.
Sales Promotion .....Jerome Layton
Program Director .....Jerry Law
Chief Announcer.....Bill Harding
Musical Director..... Henry Sylvern
Acting Chief Engineer.....J. P. McNally

•

WJZ

NEW YORK—EST. 1921

THE BLUE NETWORK

Frequency: 770 Kc.....Power: 50000 Watts
Owned-Operated By .....Blue Network Co., Inc.
Address .....30 Rockefeller Plaza
Phone Number.....CIrcle 7-5700
Transmitter Location..Lodi, Bergen County, N.J.
Time on the Air.....24 hours daily
News Service .....AP, UP
Transcription Service.....NBC Thesaurus, Standard
Representative.....Blue Spot Sales

Personnel

President .....Mark Woods
Manager.....John H. McNeil
Acting Sales Manager.....Slocum Chapin
Sales Promotion Manager.....Julian Boone
Commercial Program Director.....John Hade
Program Director.....Charles Barry
Production Manager.....Raymond Knight
Publicity Director.....Earl Mullin
Chief Announcer.....Ray Diaz
Night Manager.....George Hayes
Musical Director.....Paul Whiteman
Chief Engineer.....George Milne

(For additional personnel see listings under The Blue Network in network section of this volume).

PA

ORIGINATED

The Extra Service of the Only Press Association

STATION RELATIONS DEPARTMENT



AMERICA'S LEADING INDEPENDENT STATION

WMCA

NEW YORK—EST. 1925

Frequency: 570 Kc.....Power: 5000 Watts
Owned-Operated By.....WMCA, Inc.
Address ..... 1657 Broadway
Phone Number .....Circle 6-2200
Transmitter Location.....Kearney, N. J.
Time on the Air.....6:45 a.m. to 1:05 a.m.
News Service ..... AP
Representative.....Weed & Co.

Personnel

President .....Nathan Straus
Treasurer .....Herman M. Stein
Vice-President and
General Manager .....Charles Stark
Vice-President and Director of
News and Publicity.....Leon Goldstein
Sales Promotion Manager....Howard Klarman
Program Director.....Garrett E. Hollihan, Jr.
Chief Announcer.....Joseph A. O'Brien
Artists Bureau .....Charles Wilshin
Musical Director.....Jerry Sears
Chief Engineer.....Frank Marx

•

WNYC

NEW YORK—EST. 1924

Frequency: 830 Kc.....Power: 1000 Watts
Owned and Operated By: City of New York;
Municipal Broadcasting System
Address ..... Municipal Building
Phone Number .....Worth 2-5600
Transmitter Location.....10 Kent St., Brooklyn,
New York
Time on the Air.....7 a.m. to 10 p.m.
News Service.....AP; INS

Personnel

Director.....M. S. Novik
Acting Program Director.....H. L. Fishel
Chief Announcer.....T. H. Cowan
Musical Director.....Herman Neuman
(Non-Commercial Station)

•

WAAT

(See New Jersey)

TELESCRIPTS

AVAILABLE ONLY ON THE SPECIAL AP RADIO NEWS WIRE, ARE PROVIDED WITHOUT ADDITIONAL COST TO AFFILIATED STATIONS.

Station

WNEW

NEW YORK

•

24 Hours a Day

1130 on your dial

REPRESENTED BY JOHN BLAIR & CO.

WNEW

NEW YORK—EST. 1934

Frequency: 1130 Kc.....Power 10000 Watts
Owned-Operated By....Greater New York Broadcasting Corporation
Address..... 501 Madison Avenue
Phone Number .....Plaza 3-3300
Transmitter Location.....Belleville Turnpike, Kearney, N. J.
Time on the Air: 24 hours a day—seven days a week
News Service.....AP; N. Y. Daily News
Transcription Service.....Standard Radio NBC Thesaurus, Lang-Worth
Representative: John Blair & Co.; R. C. Foster

Personnel

Station Manager .....Bernice Judis
Vice-President and Local Sales Manager.....Herman Bess
Vice-President & National Sales Manager.....Walter Duncan
Program Director .....Ted Cott
Special Events and Publicity Director, Jo Ranson
Sales Promotion Manager...Wm. B. McGrath
Research Director .....Alberta Curtis
Vocal Director .....James Rich
Chief Announcer .....John Jaeger
Musical Director.....Merle Pitt
Chief Engineer .....M. J. Weiner

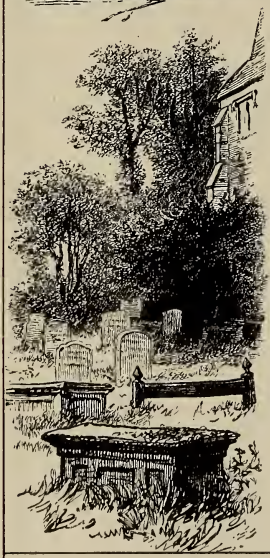
ANOTHER FIRST FOR

√ PA

PA Originated Hourly Spot News

Summaries on the Special AP News Wire







WOR has an extraordinary ability for getting into *all kinds* of homes. We mean homes that run the gamut of income groups from A to E.

It is perhaps this universal appeal that makes WOR such an extraordinarily successful seller of *all kinds* of products at *all times.*

WOR has a splendid assortment of concrete listening facts and 99 great success stories to amplify both of the statements made above.

that power-full station
at 1440 Broadway, in New York

WOR

MEMBER OF THE MUTUAL BROADCASTING SYSTEM

WOR

NEW YORK—EST 1922

MUTUAL BROADCASTING SYSTEM

Frequency: 710 Kc.....Power: 50000 Watts
Owned-Operated By.....Bamberger Broadcasting Service, Inc.
Business Address.....1440 Broadway
Phone Number.....Pennsylvania 6-8600
Studio Addresses....1440 Broadway; 245 W. 52nd Street
Transmitter Location.....Carteret, N. J.
Time on the Air.....24 hours daily
News Service.....AP; Transradio; UP;
Transcription Service.....WOR Electrical Transcription & Recording Service, World Broadcasting System
Representatives: Paul A. Belaire (Boston); John Shelton & Robert Wood (Chicago); Edward S. Townsend (San Francisco)

Personnel

President.....Alfred J. McCosker
Vice-President and General Manager.....Theodore C. Streibert
Vice-President in Charge of Program Operations...Julius F. Seebach, Jr.
Vice-President in charge of Sales.....Rufus C. Maddux
Sales Manager.....Eugene S. Thomas
Assistant Director of Program Operation.....Norman Livingstone
Production Managers.....Roger Bower and Sherman (Jock) MacGregor
Director of Publicity.....Charles Oppenheim
Director of War Services and News, Dave Driscoll
Chief Engineer-Secretary.....J. R. Poppele
Director of Entertainment Dept..Nat Abramson
Promotion and Research Director .....Joseph Creamer
Musical Director.....Alfred Wallenstein
Chief Announcer .....Arthur Whiteside
Continuity Director.....Robert Simon

For Up-To-The-Minute

POPULATION AND RADIO HOMES STATISTICS AND DATA ON "SHIFTING POPULATIONS" IN THE UNITED STATES

Please Turn to Pages 233-286

☆

NETWORK INFORMATION

Please Turn to Pages 289-322

☆

FEDERAL COMMUNICATIONS COMMISSION

Please Turn to Pages 193-205

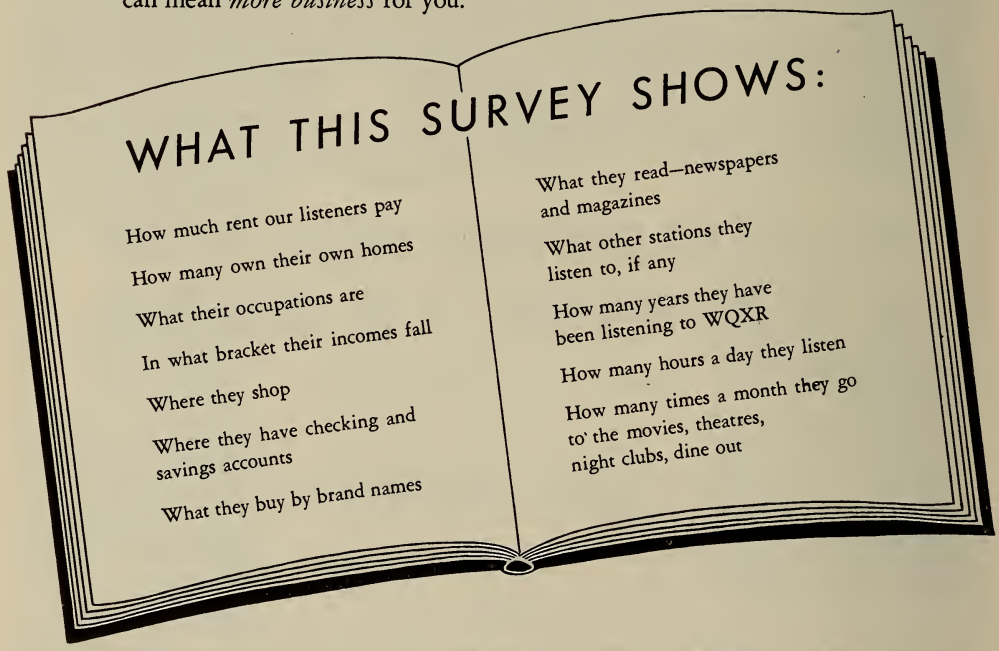
☆

NATIONAL ASSOCIATION OF BROADCASTERS

Please Turn to Pages 898-907

We know something you don't know about the New York Market... *but*...we'll be glad to tell you!

WQXR is a unique radio station. Its audience is a unique and loyal audience—so loyal that 25,000 of our listeners pay $1.00 a year to get our printed monthly program! Every year WQXR surveys a cross-section of its audience by means of a questionnaire sent to people who have written to the station. The latest questionnaire, sent to 14,000 homes, asked 19 very personal questions—brought 27.58% returns, with no inducement offered. These replies told us many interesting things that can mean *more business* for you.



This information on WQXR's audience is available to advertisers and agents. It clearly indicates that you cannot reach the *FULL* New York market through radio—UNLESS YOU ALSO USE WQXR! We shall be glad to suggest plans for *your* advertising over this station. Why not write or phone us now?

WQXR NEW YORK CITY

730 FIFTH AVENUE
10,000 WATTS NIGHT AND DAY

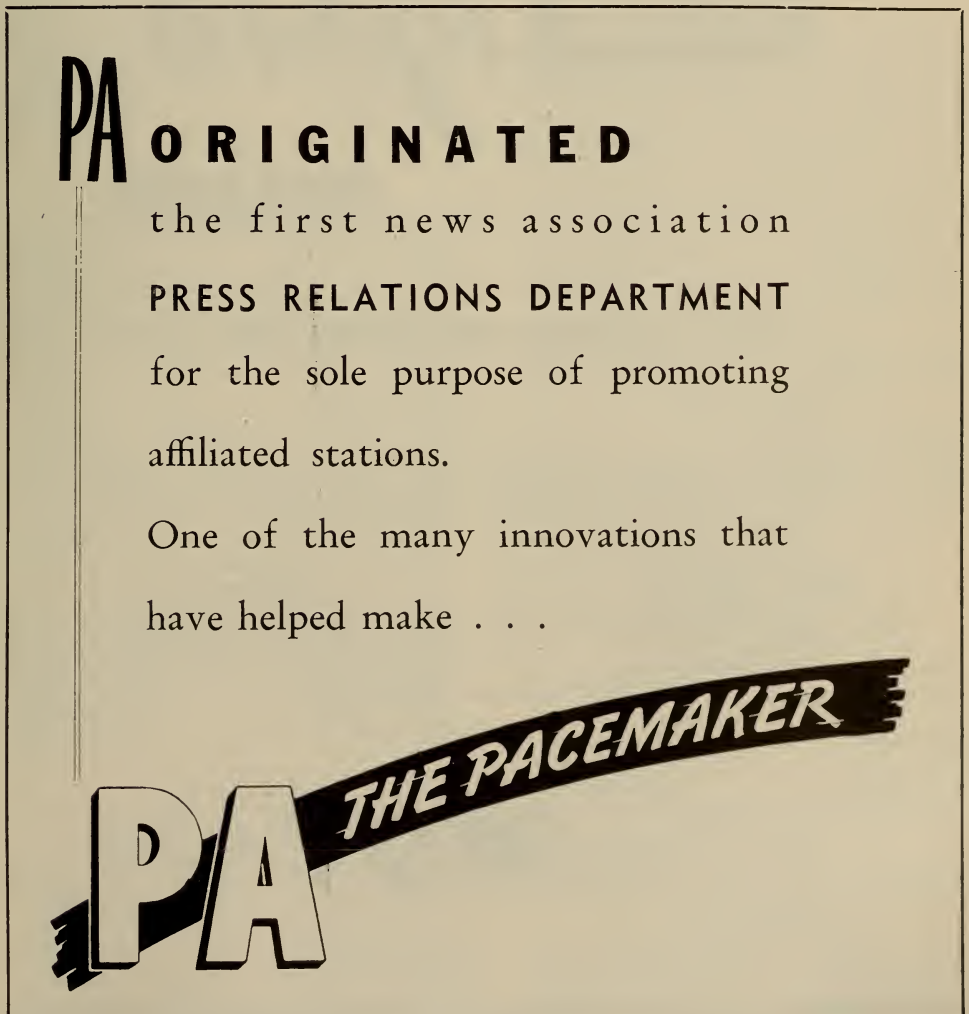
WQXR

NEW YORK—EST. 1934

Frequency: 1560 Kc.....Power: 10000 Watts
Owned-Operated By..Interstate Broadcasting Company, Inc.
Address .....730 Fifth Avenue
Phone Number .....CIrcle 5-5566
Transmitter Location..Maspeth, Long Island, N. Y.
Time on the Air: 7 a.m. to 12 midnight; Sundays, 8:30 a.m. to 12 midnight
Newspaper Affiliation.....New York Times
News Service .....AP
Transcription Service...World Broadcasting System; Associated Music
Representative.....John E. Pearson Co.

Personnel

President.....John V. L. Hogan
Executive Vice-President....Elliott M. Sanger
V.-P. in Charge of Sales.....Hugh K. Boice
Asst. V.-P. Charge of Sales..Norman S. McGee
Program Director.....Eleanor N. Sanger
Publicity Director .....Eleanor Hurley
Chief Announcer.....Albert Grobe
Musical Consultant.....Abram Chasins
Conductor .....Leon Barzin
Chief Engineer.....Russell Valentine



ONE · TWO · THREE · FOUR · FIVE · SIX · SEVEN

THE Eighth DOLLAR

...is it working effectively for you?

Perhaps you haven't thought about the *eighth* dollar of your radio budget. Or about the sixteenth and the eightieth and eight-hundredth.

These are the dollars (and *every* eighth dollar of your appropriation) that should be at work for you in America's greatest market . . . where ⅛ (12.3%) of the nation's retail purchases are made . . . Metropolitan New York. They *should* be bringing your sales-message to people who pour six-billion dollars a year into the tills of retail merchants.

If one-eighth of your radio money is *not* working for you in New York . . . if you are *under-spending* in this vital market . . . chances are you're *under-selling* here as well. And that means you *need WOV*.

WOV, with its array of hit programs, with its complete coverage of this entire market, with its *lowest-cost-per-listener of any New York independent*, can turn your *extra* dollars into *extra* sales and bring you your full share of this greatest market of them all. *No other Metropolitan station can make those eighth dollars do so much!*

RALPH N. WEIL, GENERAL MANAGER
JOSEPH HERSHEY McGILLVRA, NAT'L REP.

WOV FOR VICTORY
NEW YORK

WOV

NEW YORK —EST. 1933

ATLANTIC COAST NETWORK

Frequency: 1280 Kc.....Power: 5000 Watts
Owned-Operated By....Wodaam Corporation
Address .....730 Fifth Avenue
Phone Number .....Circle 5-7979
Transmitter Location.....Carlstadt, N. J.
Time on the Air: 7 a.m. to midnight Mon. thru Sat.
News Service .....UP
Transcription Service.....Associated Music Publishers

Personnel

Station Manager.....Ralph N. Weil
Commercial Manager.....Ralph Nardella
Publicity Manager .....Lola Woursell
Program Director .....Arnold Hartley
Artists' Bureau Director.....Syd Leipzig
Musical Director.....Paul Romeo
Chief Engineer.....Hillis W. Holt

•

WHLD

NIAGARA FALLS—EST. 1940

Frequency: 1290 Kc.....Power: 1000 Watts
Owned-Operated By....The Niagara Falls Gazette Publishing Company
Address ..... Hotel Niagara
Phone Number 8421
Transmitter Location.....Lockport & Military Roads
Time on the Air.....Daytime license
Newspaper Affiliation.....Niagara Falls Gazette
News Service ..... UP
Transcription Service.....Lang-Worth; Standard Radio; C. P. MacGregor; Associated Music
Representative .....Headley-Reed Company

Personnel

General Manager.....Earl C. Hull
Commercial Manager.....Richard G. Robbins
Program Director .....Robert Manning
Musical Director.....Ernie Whistler
Musical Advisor .....Harold Bradley
Chief Engineer.....Robert Wilson

•

WSLB

OGDENSBURG—EST. 1940

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By....St. Lawrence Broadcasting Corp.
Address .....2315 Knox St.
Phone Number .....Ogdensburg 500
Transmitter Location.....2315 Knox St.
Time on the Air.....7 a.m. to 10:30 p.m.
News Service ..... UP
Transcription Service .....NBC Thesaurus
Representative .....DeLisser, Inc.

Personnel

President-Commercial Manager, Joseph R. Brandy
Station Manager.....Harold J. Frank
Sales Promotion Manager.....Harold Frank
Program Director.....Harold Gilman
Record MC .....Roland Durant
Musical Director.....Flo Beach Rowe
Chief Engineer.....Clifford Moore

•

WHDL

OLEAN—EST. Tupper Lake, 1928; Olean, 1934

BLUE NETWORK

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....WHDL, Inc.
Business Address: 601-619 Exchange National Bank Building
Phone Numbers.....Olean 4149; Transmitter, Olean 7597
Studio Address: 601-619 Exchange National Bank Building
Transmitter Location.....Allegany, N. Y.
Time on the Air.....7:30 a.m. to 11 p.m.
Newspaper Affiliation .....Olean Times Herald
News Service .....UP
Transcription Service.....Standard Radio
Representative .....J. P. McKinney & Son

Personnel

President.....Lt. E. B. Fitzpatrick
Station Manager.....Thomas L. Brown
Program Director .....Virgil C. Booth
Chief Engineer .....T. J. Gill

•

WMFF

PLATTSBURG—EST. 1934

BLUE NETWORK

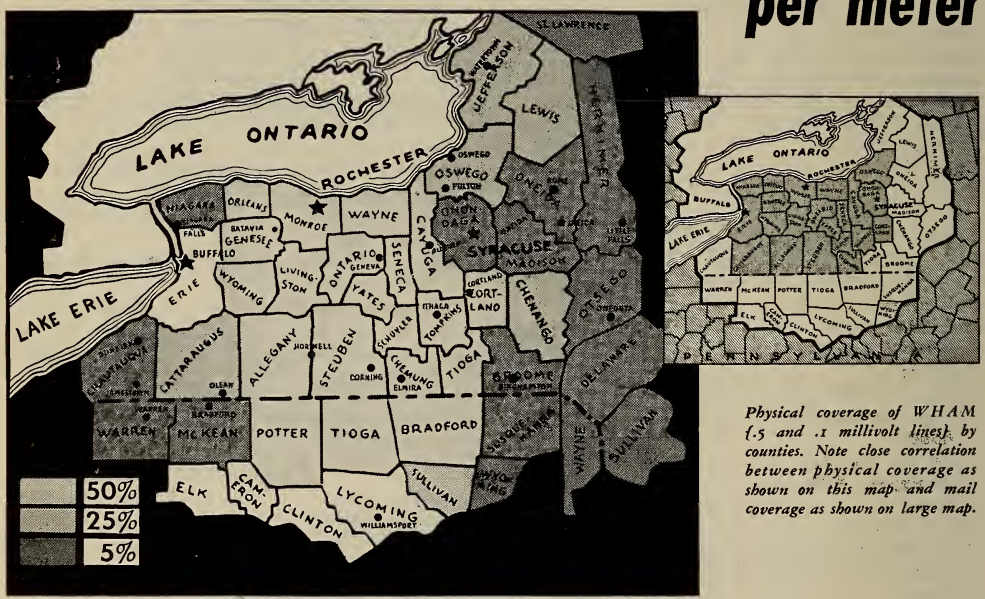
Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Plattsburg Broadcasting Corporation
Address ..... Radio Centre
Phone Number 1600
Transmitter Location.....Boynton Ave.
Time on the Air: 6:45 a.m. to 11 p.m.; Sundays, 8 a.m. to 11 p.m.
News Service .....UP
Transcription Service .....Standard
Representative....George P. Hollingbery Co.

Personnel

President-Station Manager...George F. Bissell
Commercial Manager.....Joel H. Scheier
Program Director .....Malcolm Weaver
Chief Engineer.....Jack Nazak

WHAM means selling power

measured in mail response or millivolts per meter



Physical coverage of WHAM (.5 and .1 millivolt lines) by counties. Note close correlation between physical coverage as shown on this map and mail coverage as shown on large map.

THE WHAM mail coverage map (large map above) is based on 50,000 pieces of program mail received by WHAM, separated and classified by counties. Monroe County, the home of WHAM, was used as the base with the number of letters per 1,000 *radio homes* received rated as 100% mail response. On this same basis, counties showing a mail response per 1,000 radio homes of 50% or better were classified as WHAM primary mail coverage areas. Those showing returns of 25% or better were classified as secondary coverage while the counties with returns of 5% to 25% were rated as supplementary areas.

	Total	Primary	Secondary	Supplementary
Population	2,952,327	1,214,255	294,703	1,443,369
Total Radio Homes	741,410	309,757	71,918	359,735

BASIC NBC
50,000 WATTS

WHAM

ROCHESTER, N. Y.
CLEAR CHANNEL

Your Western New York Salesman

NATIONAL REPRESENTATIVE GEORGE P. HOLLINGBERY CO.

"The Stromberg-Carlson Station"

WKIP

POUGHKEEPSIE—EST. 1940

BLUE NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By...Poughkeepsie Broadcasting Corporation
Address .....The Nelson House
Phone Number 6-800
Transmitter Location .....The Nelson House
Time on the Air: 7 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
News Service ..... AP
Transcription Service.....Standard Radio
Representative .....Headley-Reed Company

Personnel

President.....Richard E. Coon, Jr.
General Manager .....Bruff W. Olin, Jr.
Program Director .....Kay Gilbert
Chief Announcer .....Burrell Smith
Chief Engineer .....John Burke

•

WHAM

ROCHESTER—EST. 1923

NATIONAL BROADCASTING CO.

Frequency: 1180 Kc.....Power: 50000 Watts
Owned-Operated By.....Stromberg-Carlson Company
Business Address.....Carlson Rd.
Phone Number .....Stone 1862
Studio Address.....111 East Ave.
Transmitter Location.....Victor, New York
Time on the Air.....18 hours daily
News Service ..... UP
Transcription Service.....NBC Thesaurus; World Broadcasting System
Representative ....Geo. P. Hollingbery Co.

Personnel

Vice-President.....William A. Fay
Station Manager.....John H. Lee
Sales Manager.....J. W. Kennedy, Jr.
Sales Promotion Manager.....Truman Brizee
Program Director.....Chas. Siverson
Musical Director.....Eugene Zacher
Publicity Director .....Truman Brizee
Chief Announcer .....Edmund Little
Director of News.....Tom Murray
Librarian .....Frank Seibold
Director of Home Economics....Hazel Cowles
Director of Sports.....Robert Turner
Technical Supervisor.....Ken Gardner

•

WHEC

ROCHESTER—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1460 Kc.....Power: 1000 d.; 500 n.
Owned-Operated By.....WHEC, Inc.
Address ..... 40 Franklin St.
Phone Number .....Stone 1320
Transmitter Location.....979 Mt. Read Blvd.
Time on the Air.....6:30 a.m. to 12:30 a.m.
Newspaper Affiliation.....Gannett Newspapers, Inc.
News Service ..... INS
Transcription Service .....Associated Music
Representative .....J. P. McKinney & Son

Personnel

Vice-President .....Clarence Wheeler
Treasurer-General Manager..Gunnar O. Wiig
Commercial Manager .....L. C. Wheeler
Chief Announcer.....Harry LeBrun
Musical Director.....Ken Sparnon
Chief Engineer.....Bernard C. O'Brien

•

WSAY

ROCHESTER—EST. 1936

MUTUAL BROADCASTING SYSTEM
BLUE NETWORK

Frequency: 1240 Kc.....Power: 250 Watts (C.P. 1000 W., 1370 Kc.)
Owned-Operated By.....Brown Radio Service & Laboratories
Address.....Taylor Bldg., Main St.
Phone Number .....Stone 702
Transmitter Location.....Taylor Bldg.
Time on the Air: 6:30 a.m. to 12:30 a.m.; Saturdays, 6:30 a.m. to 1 a.m.; Sundays, 8 a.m. to 12:30 a.m.
News Service ..... INS
National Sales Office..Jos. H. McGillvra, Inc.

Personnel

President-Chief Engineer.....Gordon P. Brown
Station Manager .....Mort Nusbaum
Sales Manager.....E. J. Walz
Program Director .....Frank Silva
Sales Promotion Manager.....Elmer J. Walz
Publicity Director.....Harland Evans
Chief Announcer .....Ken Bell
Musical Director.....Viola Brown
Chief Engineer.....Gordon Brown

•

WNBZ

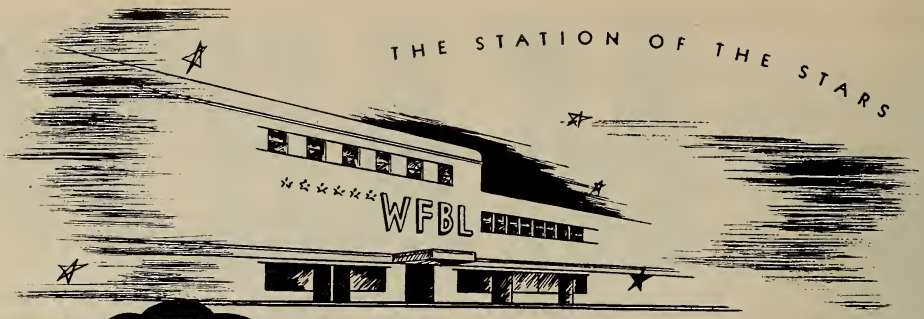
SARANAC LAKE—EST. 1937

KEYSTONE BROADCASTING SYSTEM

Frequency: 1320 Kc.....Power: 100 Watts
Owned-Operated By ...Upstate Broadcasting Corporation
Business Address 100 Main St.
Phone Number..... 1320
Studio Addresses: 3 Olive St.; 100 Main St.
Transmitter Location.....3 Olive St.
Time on the Air.....Daytime license
Transcription Service.....Standard Radio

Personnel

President .....Carl F. Woese
General Manager.....H. Scott Killgore
Station-Commercial Manager...John F. Grimes



FIRST . . . . . since 1922

✓ *in listening audience*
✓ *in advertising revenue*
✓ *in technical advancement*

WFBL

SYRACUSE, N. Y.

Since its inception in 1922, WFBL has regularly held many "firsts" in the world of radio.

WFBL was instrumental in forming the early New York State Network, a pioneer step in improving radio's service. The station is one of the 16 charter members of the great Columbia Broadcasting System, and is the only station in Syracuse that has been affiliated with the same network throughout its history . . . resulting in local CBS ratings being consistently above national ratings. It was the first station in Syracuse to use 5,000 watts and is the only 5,000 watt station with a non-directional radiation daytime.

It is the only station in this area employing the facilities of a mobile unit, broadcasting Central New York events "on the spot." WFBL is the only radio station to own and occupy its own building . . . a smart, modern structure in the heart of Syracuse. These are but a few of the "firsts" that make WFBL the progressive, preferred station.

MEMBER BASIC NETWORK

COLUMBIA BROADCASTING SYSTEM

Free and Peters ★ Exclusive National Representatives

WGY

SCHENECTADY—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 810 Kc.....Power: 50000 Watts
Owned-Operated By.....General Electric Company
Address .....1 River Road
Phone Number 3-2121
Transmitter Location.....South Schenectady
Time on the Air.....6 a.m. to 1 a.m.; Sundays, 8 a.m. to 1 a.m.
News Service.....AP, UP
Transcription Service.....NBC Thesaurus; Standard Radio
Representative....National Broadcasting Co; NBC Spot Sales

Personnel

President.....Gerard Swope
Manager of Broadcasting.....R. S. Peare
Station Manager.....Kolin Hager
Sales Manager.....A. G. MacDonald
Sales Promotion .....Kay Kempton
Program Manager.....A. O. Coggeshall
Production Manager .....Earle Pudney
Press & Public Relations Director, W. T. Meenam
Accountant .....V. J. Hasche
Director of Agricultural Activities .....G. E. Markham
Artists Bureau.....Kolin Hager
Musical Directors..E. A. Rice and Frank Glenn
Station Engineer.....W. J. Purcell

•

WFBL

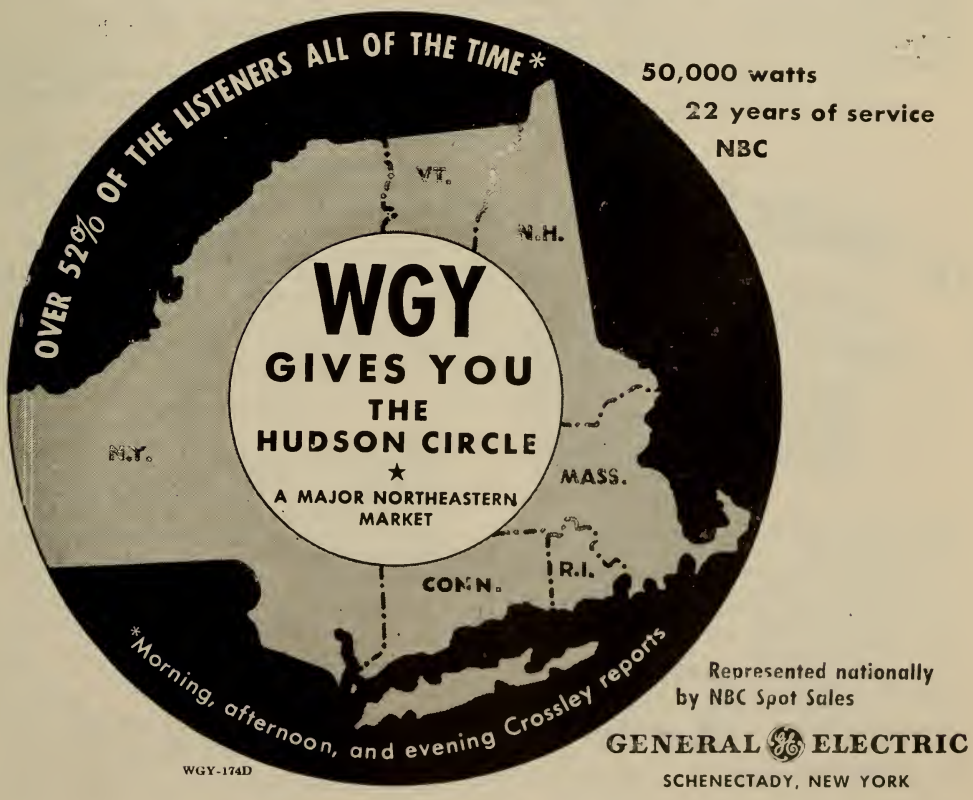
SYRACUSE—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1390 Kc.....Power: 5000 Watts
Owned-Operated By.....Onondaga Radio Broadcasting Corporation
Address ..... Onondaga Hotel
Phone Number 2-1147
Transmitter Location .....Ccllamer, N. Y.
Time on the Air.....Full Time
News Service ..... INS
Transcription Service ....World Broadcasting System
Representative .....Free & Peters

Personnel

President.....S. H. Cook
Vice-President-General Manager .....Samuel Woodworth



V.-P.-Merchandising Mgr.....Robert G. Soule
Commercial Manager.....Charles Phillips
Program Director.....George Perkins
Publicity Director.....Harvey Sanderson
Control Room Supervisor....Walter L. Stonger
Transmitter Supervisor .....James Kelley
Musical Director.....Raymond Gantter
Chief Engineer.....A. R. Marcy

•

WAGE

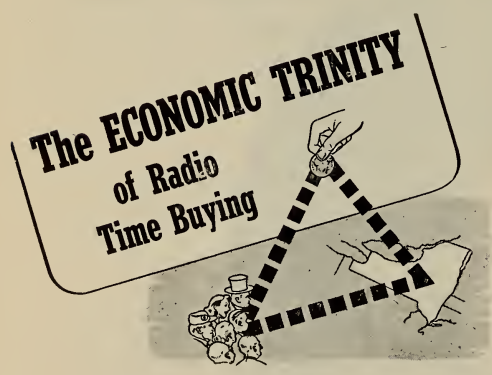
SYRACUSE—EST. 1941

BLUE NETWORK
MUTUAL BROADCASTING SYSTEM

Frequency: 620 Kc.....Power: 1000 Watts
Owned-Operated By.....WAGE, Inc.
Address .....Loew Building
Phone Number 2-0277
Transmitter Location.....Liverpool, N. Y.
Time on the Air: 6 a.m. to 2 a.m.; Sundays, 9 a.m. to 2 a.m.
News Service ..... AP
Representative .....Edward Petry & Co., Inc.

Personnel

President .....Frank C. Revoir
Station Manager .....William T. Lane
Merchandising Director.....Arnold Bowden
Musical Director.....Thelma Jean McNeill
Chief Engineer.....Charles Brannen



YOU'VE got to get *price, coverage* and *audience* when you buy spot radio. In Central New York, you get more of all three when you buy WAGE. For WAGE costs *less* than other Syracuse network stations. It gives equal or greater coverage. And audience—well, ask to see the last special Hooper report on Syracuse radio listening. Your Edward Petry & Co. representative will show it to you—or write or wire WAGE.

WAGE

620 Kilocycles * 1000 Watts * Syracuse, N. Y.

WOLF

SYRACUSE—EST. 1940

M3S

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Civic Broadcasting Corporation
Address .....Chimes Building
Phone Number 2-7211
Transmitter Location .....Van Rensselear and Kirkpatrick Streets
Time on the Air.....Unlimited license
Representative .....Burn-Smith Co.

Personnel

President-Commercial Manager..T. S. Marshall
Program Director.....Hamilton Woodle
Production Manager .....Fay Santello
Publicity Director .....Eleanor Merz
Chief Announcer .....Sid Posner
Chief Engineer.....David Foote

•

WSNY

SCHENECTADY—EST. 1942

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By..... Western Gateway Broadcasting Corp.
Address.....Plaza Theater Bldg.
Phone Number.....Schenectady 3-3622
Transmitter Location...Campbell & Rice Rds., Rotterdam, N Y.
Time on the Air.....6:45 a.m. to 12:05 a.m.; Sundays, 8 a.m. to 12:05 a.m.
News Service .....AP
Transcription Service..Standard Radio; Lang-Worth
Representatives.....Helen Wood; Howard Wilson for Chicago and West

Personnel

President.....Winslow P. Leighton
Vice-President & General Manager.....George R. Nelson
Program Manager.....Edward F. Flynn
Publicity Director .....Rosmary Cramb
Chief Announcer .....Gene Graves
Chief Engineer .....I. Beck

•

WSYR

SYRACUSE—EST. 1923

NATIONAL BROADCASTING CO.

Frequency: 570 Kc.....Power: 5000 Watts

Owned-Operated By .....Central New York Broadcasting Corporation
Address .....Kemper-Syracuse Bldg.
Phone Number 3-7111
Transmitter Location.....2341 Valley Drive
Time on the Air.....6 a.m. to 1 a.m.
News Service ..... UP
Transcription Service: Associated Recorded Program Service; Lang-Worth
Representative.....Paul H. Raymer Company

Personnel

President.....Harry C. Wilder
Assistant to President.....E. R. Vadeboncoeur
Treasurer.....N. L. Kidd
Promotion Manager .....R. Boyd
Program Director.....E. R. Vadeboncoeur
Chief Announcer.....Bill Rothrum
War Programs .....Rollie Furman
Musical Director .....M. Bernthal
Chief Engineer.....Armand Belle Isle

•

WHAZ

TROY—EST. 1922

MBS

Frequency: 1330 Kc.....Power: 1000 Watts
Owned-Operated By.....Rensselaer Polytechnic Institute
Address ..... 110 Eighth St.
Phone Number ..... Troy 6810
Transmitter Location.....110 Eighth St.
Time on the Air.....6:30 p.m. to midnight, Monday only

Personnel

President.....Dr. W. O. Hotchkiss
Station Manager.....W. J. Williams
Sales Manager .....W. C. Stoker
Program Director.....A. O. Niles
Chief Announcer .....R. Schmelzer
Chief Engineer .....H. Harris

•

WTRY

TROY—EST. 1940

BLUE NETWORK

Frequency: 980 Kc.....Power: 1000 Watts
Owned-Operated By.....Troy Broadcasting Co., Inc.
Address ..... 92 Fourth St.
Phone Numbers.....Troy 2100; Albany 4-2500
Transmitter Location .....Boght Corners
Time on the Air.....6:45 a.m. to 12:05 a.m.
News Service ..... UP
Transcription Service ....World Broadcasting System; Lang-Worth; Standard
Representative .....Paul H. Raymer Co.

Personnel

President.....Col. H. C. Wilder
Station Manager.....William A. Riple
Program Director .....Woodbury Carter
Publicity Director .....K. Moser
Musical Director and Chief Announcer .....E. Rossell
Chief Engineer.....W. Whitman

•

WIBX

UTICA—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....WIBX, Inc.
Address ..... First National Bank Bldg.
Phone Number 2-2101
Transmitter Location.....Schuyler St., Marcy, N. Y.
Time on the Air: 6:30 a.m. to 1 a.m.; Sundays, 7:45 a.m. to 12:05 a.m.
News Service ..... INS
Transcription Service.....World Broadcasting System
New York Sales Office.....551 Fifth Ave.; Helen Wood, Commercial Manager
Representatives.....Virgil Reiter & Co. (Chicago); Walter Biddick Co. (West Coast); Bertha Bannan (Boston)

Personnel

President-Treasurer .....Margaret Bowen
Assistant Treasurer .....Gladys Moore
ExecutiveVice-President ..... Elliott Stewart
National Sales-Merchandising Manager .....N. W. Cook
Production Manager.....Michael Carlo
Continuity Chief .....Mary Kendrick
Musical Director.....Walter Griswold
Chief Engineer.....J. T. Dowdell

•

WATN

WATERTOWN—EST. 1941

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Watertown Broadcasting Corporation
Business Address.....Woolworth Bldg.
Phone Numbers: .....Studios 2424; Commercial Office, 975
Studio Address .....118 Washington St.
Transmitter Location .....118 Washington St.
Time on the Air.....7 a.m. to 11:15 p.m.
News Service .....AP
Transcription Service .....Standard Radio

Personnel

President .....G. Harry Righter
National Sales Manager....Alfred Dinsdale
Program Director.....E. J. McDonald
Acting Chief Engineer.....J. A. Perry

•

WWNY

WATERTOWN—EST. 1941

COLUMBIA BROADCASTING SYSTEM
Frequency: 790 Kc.....Power: 1000 Watts
Owned-Operated By.....The Brockway Company
Address.....Hotel Woodruff, Public Square
Phone Number..... 4-120
Transmitter Location.....Ives St. Extension
Time on the Air: 6:30 a.m. to midnight; Sunday, 8 a.m. to midnight
Newspaper Affiliation.....Watertown Daily Times
News Service .....UP
Transcription Service.....World Broadcasting
Representative .....Weed & Co.

Personnel

President .....Harold B. Johnson
Station Manager.....Thomas E. Martin
Commercial Manager.....Louis Saiff, Jr.
Sales Promotion-Publicity Manager.....Thomas R. McHugh
Program Director .....Robt. G. Walter
Chief Announcer.....Chas. Pierce
Musical Director .....M. Davis
Chief Engineer.....Maynard B. Davis

•

WFAS

WHITE PLAINS—EST. 1932

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Westchester Broadcasting Corp.
Address .....Roger Smith Hotel
Phone Number .....White Plains 6400
Transmitter Location.....Roger Smith Hotel
Time on the Air.....Unlimited license
News Service..... AP
Transcription Service ....World Broadcasting System; AMP
Representative .....Headley-Reed Co.

Personnel

President.....J. Noel Macy
V-P-Managing Director.....Frank A. Seitz
Program-Musical Director.....Ran Kaler
Chief Engineer .....F. A. Seitz

•

WWRL

WOODSIDE—EST. 1926

Frequency: 1600 Kc.....Power: 250 Watts
Owned-Operated By .....Long Island Broadcasting Corporation
Address..... 41-30 58th Street
Phone Number .....NEwtown 9-3300
Transmitter Location.....41-30 58th St., Woodside, L. I.
Time on the Air.....8 a.m. to midnight
News Service .....AP
Transcription Service..Lang-Worth, BMI, AMP

Personnel

President and General Manager .....William H. Reuman
Asst. General Manager.....Edith Dick
Program Director .....Lou Cole

WFAS...

A Class Station in A Class Market

- B. Altman & Co.
- Bonwit-Teller, Inc.
- Black, Starr & Gorham
- James McCutcheon & Co.
- W. & J. Sloane

are among a large group of quality-conscious advertisers using

WFAS *in Westchester*

Roger Smith Hotel
White Plains

Represented by
HEADLEY-REED COMPANY
Chrysler Bldg.
New York

NORTH CAROLINA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

WISE

ASHEVILLE—EST. 1939

NATIONAL BROADCASTING CO.
MUTUAL BROADCASTING CO.
DANIEL BOONE NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
Owned By.....Radio Station WISE, Inc.
Address ..... Langren Hotel
Phone Number 1213
Transmitter Location .....Langren Hotel
Time on the Air: 6:30 a.m. to 1 a.m.; Sundays, 8 a.m. to 1 a.m.
News Service ..... INS
Transcription Service.....Standard Radio
National Representative ....Burn-Smith Co.; Harry E. Cummings

Personnel

President-Station Manager.....Harold Thoms
Commercial Manager .....Harold Thoms
Promotion Manager.....Charles A. Bachman
Program Director .....Ken Beachboard
Chief Engineer .....Madeline Hollerith

•

WWNC

ASHEVILLE—EST. 1927

COLUMBIA BROADCASTING SYSTEM

Frequency: 570 Kc.....Power: 1000 Watts (C.P. 5000)
Owned-Operated By.....Asheville Citizen-Times Co., Inc.
Address .....14 O'Henry Avenue
Phone Number 5500
Transmitter Location..... Flatiron Building
Time on the Air ....6:45 a.m. to 12 midnight
Newspaper Affiliation.....Asheville Citizen-Times
News Service .....UP
Transcription Service..Lang-Worth; Associated
Representative .....Katz Agency

Personnel

Executive Director.....Don S. Elias
Commercial Manager .....James A. Hagan
Program Director .....Lee Chadwick
Director of War Programs.....Bill Melia
Chief Engineer .....Cecil Hoskins

(See Page 532)

•

WBBB

BURLINGTON—EST. 1941

MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM
TOBACCO NETWORK
CAROLINA NETWORK

Frequency: 920 Kc.....Power: 1000 Watts
Owned-Operated By.....Alamance Broadcasting Company, Inc.
Address .....310½ South Main St.
Phone Numbers 2730; 2731
Transmitter Location.....Elon Road (West Front Street Extension)
Time on the Air.....6:30 a.m. to local sunset
News Service.....UP; AP
Transcription Service.....Standard Radio; Keystone

Personnel

Secretary and General Manager..E. Z. Jones
Commercial & Sales Promotion Manager .....Roy Springer
Program Director and Chief Announcer .....Paul Huddleston
Production Manager .....William Sandefur
Publicity Director .....Laurine Skinner
Artists Bureau Head.....Aetna Bryant
Chief Engineer .....James Beatty
Record MC .....Al Nelson

•

WAYS

CHARLOTTE—EST. 1942

THE BLUE NETWORK
MUTUAL BROADCASTING SYSTEM

Frequency: 610 Kc.....Power: 1000 Watts
Owned-Operated By.Inter-City Advertising Co.
Address .....120 E. Third St.
Phone Numbers.....37173 (office)
Transmitter Location .....Oakdale
Time on the Air.....6 a.m. to 12 midnight
News Service .....INS
Transcription Service .....Lang-Worth
Representative.....Weed & Co.

Personnel

President.....George W. Dowdy
General Manager .....G. O. Shepard
Commercial Manager .....Walter H. Goan
Publicity Director .....Don McSwain
Chief Engineer .....John C. Price

•

WBT

CHARLOTTE—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 1110 Kc.....Power: 50000 Watts
Owned-Operated By...Columbia Broadcasting System, Inc.
Business Address.....Wilder Building
Phone Nnmber.....3-8833
Transmitter Location.....9 miles southeast of Charlotte
Time on the Air: 5 a.m. to 3 a.m.; Sundays, 7 a.m. to 3 a.m.
News Service.....UP; AP

Transcription Service .....Lang-Worth
Representative.....Radio Sales, Inc.

Personnel

President.....Wm. S. Paley
Station Manager.....A. D. Willard, Jr.
Sales Manager.....Royal E. Penny
Sales Promotion and Press Information Manager .....W. McGregor Parker
News Editor.....Jack Knell
Farm Editor.....Grady Cole
Program Director.....C. H. Crutchfield
Office Mgr.-Auditor.....E. J. DeGray
Production Manager .....Larry Walker
Acting Chief Engineer.....M. J. Minor

•

WSOC

CHARLOTTE—EST. 1933
NATIONAL BROADCASTING CO.

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By..Radio Station WSOC, Inc.
Address.....1925 N. Tryon Street
Phone Number 7138
Transmitter Location.....1925 N. Tryon Street
Time on the Air: 6:30 a.m. to 12 midnight; Sundays, 9 a.m. to 12 midnight
News Service .....AP
Transcription Service.....NBC Thesaurus; Standard Radio
Representative .....Headley-Reed Company

Personnel

President .....Commander E. J. Gluck USNR
Vice-President & Commercial Manager.....W. C. Irwin
Program Director.....C. G. Hicks
Sales Promotion-Publicity Director.....Francis M. Fitzgerald
Production Manager.....Ron Jenkins
Musical Director .....Fletcher Austin
Chief Engineer.....L. L. Caudle
Record MC .....Dewey L. Drum

•

WEGO

CONCORD—EST. 1941
KEYSTONE BROADCASTING SYSTEM

Frequency: 1410 Kc.....Power: 1000 Watts
Owned-Operated By.....Wayne Nelson
Business Address ..... Concord
Phone Number 2271
Transmitter Location..Highway 29A, 1½ miles west of Concord
Time on the Air.....Daytime license
News Service .....UP
Transcription Service.....Standard Music, Keystone

Personnel

Owner .....Wayne Nelson
Commercial Manager.....R. Hoy Whitlow

Retail sales in western North Carolina's 18 counties will exceed 100 million dollars for 1944.

Asheville is the business heart of western North Carolina.

WWNC—in Asheville—is the one station with coverage in all 18 western North Carolina counties.

CBS

WWNC

570 kc
1000 watts
Asheville, N. C.

WDNC

DURHAM—EST. 1934

COLUMBIA BROADCASTING SYSTEM
TAR HEEL NETWORK

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....The Durham Radio Corporation
Address .....138 Chapel Hill Street
Phone Numbers.....R-155, R-156
Transmitter Location.....Forest Hills, Near Durham
Time on the Air: 6:30 a.m. to 12:05 a.m.; Sundays, 8 a.m. to 12:05 a.m.
Newspaper Affiliation.....Herald-Sun Papers
News Service .....UP
Transcription Service.....C. P. MacGregor
Representative...Howard H. Wilson Company

Personnel

President .....C. C. Council
General and Commercial Manager .....L. F. Jarman
Sales Promotion and Publicity Director .....Anne Raidebaugh
Program Director .....Z. V. Gwynn
Chief Announcer .....William Hedgepath
Musical Director.....Mildred Alexander
Chief Engineer .....Walter Hill
Record MC .....Z. V. Gwynn

WCNC

ELIZABETH CITY—EST. 1939

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By..Albemarle Broadcasting Co.
Address .....Colonial Ave.
Phone Number 1400
Transmitter Location..Parsonage St. Extension
News Service .....UP
Transcription Service.....World Broadcasting System

Personnel

President.....T. W. Aydlett
Station Manager.....J. E. Aydlett
Commercial Manager ....Martha S. Seymour
Program Director .....Jane Lyman
Chief Engineer .....James M. Wall

WFNC

FAYETTEVILLE—EST. 1940

MUTUAL BROADCASTING SYSTEM
TOBACCO NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By..... Cumberland Broadcasting Co.
Address.....114 Anderson St.
Phone Number 4848
Transmitter Location.....N. Water St.
Time on the Air .....16½ hours daily
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Burn-Smith Co.

Personnel

Station Manager.....W. C. Ewing
Commercial Manager.....Paul Moyle
Program Director-Chief Announcer .....Ray Woodard
Publicity Director.....Kate Southerland
Chief Engineer.....Howard Harrell

WGNC

GASTONIA—EST. 1939

BLUE NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....F. C. Todd
Address....National Bank of Commerce Bldg.
Phone Number 732
Transmitter Location....Dallas Road, Gastonia
Time on the Air: 7 a.m. to 11 p.m.; Sundays, 9:00 a.m. to 9:00 p.m.
News Service .....UP
Representative .....Cox & Tanz

Personnel

Owner.....F. C. Todd
Manager .....Pat McSwain
Commercial-Sales Promotion Manager.....F. C. Abernathy
Program Director.....Earl Holder
Chief Engineer.....W. C. Groves, Jr.

PA

ORIGINATED *the* extra service of the only press association

STATION RELATIONS DEPARTMENT

WBIG

GREENSBORO—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 1470 Kc.....Power: 5000 Watts
Owned-Operated By....North Carolina Broadcasting Co., Inc.
Business Address .....Box 1807
Phone Number 6125, 6126
Studio Address.....O. Henry Hotel
Transmitter Location...Battleground Boulevard
Time on the Air: 6 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
News Service .....AP
Transcription Services:....World Broadcasting System; Lang-Worth; Standard Radio; NBC Thesaurus
Representative ....George P. Hollingbery Co.

Personnel

Station and Commercial Manager .....Edney Ridge
Program Director.....Faye Kenyon
Publicity Director .....Marge Durcaway
Production Manager-Chief Announcer .....Wally Williams
News Editor .....John Bosmon
Musical Director.....Margaret Banks
Chief Engineer.....Earl Allison

WGBG

GREENSBORO—EST. 1942

BLUE NETWORK
NORTH STATE NETWORK

Frequency: 980 Kc.....Power: 1000 Watts
Owned-Operated By....Greensboro Broadcasting Co.
Business Address.....Ashe St. Extension
Phone Number 3-3631
Transmitter Location.....Ashe St. Extension
Time on the Air.....6 a.m. to local sunset
News Service ..... UP
Transcription Service .....Lang-Worth
National Representative.....Burn-Smith Co.

Personnel

President.....Ralph M. Lambeth
Acting Assistant Manager .....J. Robert Marlowe
Commercial Manager.....L. O. Hutchins
Sales Promotion and Publicity Manager .....J. R. Marlowe
Chief Announcer.....George Ballard
Program-Production Manager .....Anderson Brown
Chief Engineer .....Joseph Warlick



WGTC

GREENVILLE—EST. 1940

MUTUAL BROADCASTING SYSTEM
TOBACCO NETWORK

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By....Greenville Broadcasting Company
Address .....Falkland Highway, P. O. Box 898
Phone Number 3182
Transmitter Location.....Falkland Highway
Time on the Air.....16 hours daily, 15 hours Sundays
News Service..... UP
Transcription Service .....Lang-Worth

Personnel

President .....Julian J. White
Station and Sales Promotion Manager .....Margaret J. Laughinghouse
Publicity Director .....Richard Stokes
Program Director....Magaret Laughinghouse
Chief Announcer .....Carl McKinney
Traffic Manager and Women's Editor .....Magaret Richardson
Chief Announcer .....Hank Tribley
Record MC .....Charles Whedbee

•

WGBR

GOLDSBORO—EST. 1939

MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM
TOBACCO NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By..Eastern Carolina Broadcasting Corp.
Business Address.....Borden Bldg.
Phone Numbers 1550; 1551
Studio Address .....P. O. Box 1024
Transmitter Location .....Goldsboro-Raleigh Highway
Time on the Air: 6:45 a.m. to 11:05 p.m.; Sunday, 8:30 a.m. to 11:05 p.m.
News Service .....UP, AP
Transcription Service.....Standard Radio
Representative .....Burn-Smith Co.

Personnel

President.....A. T. Hawkins
Station and Sales Promotion Manager .....Harry G. Bright
Sales Manager.....Leland B. Nelson
Program-Musical Director.....John Gay Britt
Publicity Director .....Marie Macauley
Chief Announcer .....Jack Braxton
Chief Engineer.....Daniel B. Trueblood

WHKY

HICKORY—EST. 1939

BLUE NETWORK
KEYSTONE BROADCASTING SYSTEM

Frequency: 1290 Kc.....Power: 5000 d. 1000 n.
Owned-Operated By.....The Catawba Valley Broadcasting Co., Inc.
Address .....Radio Bldg.
Phone Number 1195-6
Transmitter Location...3½ miles SE of Hickory
Time on the Air.....6 a.m. to 12 midnight
News Service .....UP
Transcription Service .....NBC Thesaurus
Representative .....Howard H. Wilson

Personnel

President.....Carl V. Cline
Station-Commercial Manager.....Carl Aley
Program Director-Chief Announcer .....Bing Bennett
Musical Director .....Louise Miller
Artists Bureau Head.....Hendley Ellington
Chief Engineer.....E. S. Long

•

WMFR

HIGH POINT—EST. 1926

BLUE NETWORK

TIME-BUYERS..

DISCOVER YOUR OWN

GOLDMINE *in* GOLDSBORO *with*

WGBR

NORTH CAROLINA

★

MBS

Rep.: Burn-Smith
Gen. Mgr.
Harry G. Bright

★

Serving
A BOOMING MARKET

KEYSTONE BROADCASTING SYSTEM
NORTHSTATE NETWORK
Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....WMFR, Inc.
Address .....156½ S. Main St.
Phone Number 4593
Transmitter Location.....156½ S. Main St.
Time on the Air.....6 a.m. to 11 p.m.
News Service ..... UP
National Representative.....Burn-Smith Co.

Personnel

President .....James M. Lambeth
Station Manager .....Helen M. Lambeth
Commercial Manager.....Pat Taylor
Program Director .....Stan Conrad
Chief Announcer .....Gary Davis
Chief Engineer .....Robert P. Boyd
Record MC .....Howard Saunders

•

WFTC

KINSTON—EST. 1936

BLUE NETWORK
KEYSTONE BROADCASTING SYSTEM
Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Jonas Weiland
Address .....210 East King St.
Phone Number 4111
Transmitter Location.....Kinston, N. C.

W
F
T
C
The
HEART
OF THE
PROSPEROUS
TOBACCO
MARKET
IN
NORTH
CAROLINA
Owner Jonas Weiland • Manager Ray Woodward

Time on the Air.....7:30 a.m. to 11 p.m.
Transcription Service...Keystone Broadcasting System
Representative..... Burn-Smith Company

Personnel

Station and Commercial Manager .....Jonas Weiland
Promotion-Publicity Director .....Lester L. Gould
Program Director .....Ruby Grant Dougan
Production Manager.....Robert Livingston
Musical Director .....Francis Van Houten
Chief Engineer .....David Hardison

•

WHIT

NEW BERN—EST. 1942

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.Coastal Broadcasting Co.
Address .....U. S. Highway No. 17, South
Phone Number..... 1450
Transmitter Location...U. S. Highway No. 17
Time on the Air:7 a.m. to 11:15 p.m.; Saturdays, 7:00 a.m. to midnight; Sundays, 8:00 a.m. to 11:15 p.m.
News Service ..... UP
Transcription Service .....Lang-Worth, NBC Thesaurus

Personnel

President-Station Manager...Louis N. Howard
Sales Promotion Manager.....Bob Allen
Program-Production Director...Ed. W. Burwell
Publicity Director .....James Bridges
Traffic Manager.....Jacquelyn Melton
Chief Announcer.....Paul Parker
Assistant Traffic Manager.....Helen Pynckels
Chief Engineer .....Glen Neuville

•

WRAL

RALEIGH—EST. 1939

MUTUAL BROADCASTING SYSTEM
TOBACCO NETWORK
Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....Capitol Broadcasting Company
Address.....130 S. Salisbury Street
Phone Number..... 6411
Transmitter Location..Extension of East Davie Street
Time on the Air.....6:45 a.m. to 11:05 p.m.
News Service .....AP
Transcription Service .....Lang-Worth
Representative ..... Weed & Co.

Personnel

President.....A. J. Fletcher
General and Sales Promotion Manager .....Fred Fletcher
Commercial Manager .....C. D. Moore
Program Director.....Ray Reeve
Chief Engineer.....Stanley Brown

• NORTH CAROLINA •

WPTF

RALEIGH—EST. 1924

NATIONAL BROADCASTING COMPANY
Frequency: 680 Kc.....Power: 50000 Watts
Owned-Operated By.....WPTF Radio Co.
Address .....Insurance Bldg.
Phone Number..... 8311
Transmitter Location.....Cary, N. C.
Time on the Air.....6 a.m. to 2 a.m.
News Service .....AP; UP
Transcription Service.....NBC Thesaurus
Representative..... Free & Peters

Personnel

President and Treasurer...J. R. Weatherspoon
General Manager.....Richard H. Mason
Sales Manager.....Ollie L. Carpenter
Program Director .....Virginia Tatum
Publicity Director-Chief
Announcer .....Stewart T. Spencer
Musical Director.....Leo F. de Sola
Technical Supervisor.....Henry Hulick, Jr.

•

WCBT

ROANOKE RAPIDS—EST. 1940

THE BLUE NETWORK
MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM
Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By: Radio Station WCBT, Inc.
Address .....251 Roanoke Avenue
Phone Number R-855-1
Transmitter Location....10th Street Extension
Time on the Air.....116 hours weekly
News Service ..... UP
Transcription Service .....C. P. MacGregor
National Representative.....Burn-Smith, Inc.

Personnel

President.....S. E. Crew
General and Commercial Mgr....Nathan Frank
Program Director .....Mamie Nash
Chief Engineer.....C. W. Mears

•

WEED

ROCKY MOUNT—EST. 1933

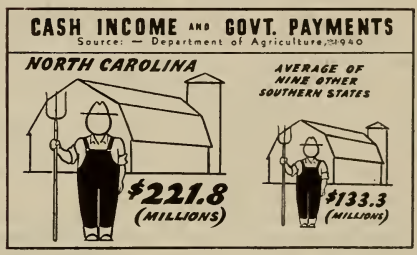
BLUE NETWORK
Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....W. Avera Wynne
Business Address..... Box 391
Phone Number .....Rocky Mount 1420
Studio Address.....Nashville Highway
Transmitter Location .....Nashville Highway
Time on the Air.....7 a.m. to 12 midnight
News Service ..... UP

Personnel

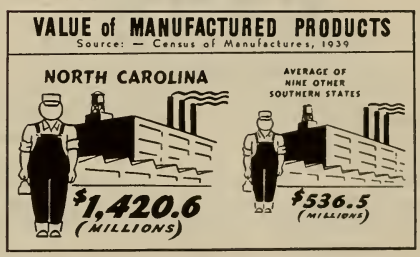
Owner-Manager.....W. Avera Wynne
Program Director.....Douglas Hunt

NORTH CAROLINA is the SOUTH'S No. 1 STATE

IN AGRICULTURE



IN INDUSTRY



WPTF with 50,000 Watts in RALEIGH is NORTH CAROLINA'S No. 1 SALESMAN

NBC — 680 K.C.

FREE & PETERS, NATIONAL REPRESENTATIVES

W S T P

SALISBURY—EST. 1939

MUTUAL BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Piedmont Broadcasting Corp.
Business Address.....P. O. Drawer 920
Phone Number..... 2121
Studio Addresses: Yadkin Hotel, Salisbury; Swanee Theatre Bldg., Kannapolis, N. C.
Transmitter Location: Statesville Highway at Grant Creek
Time on the Air.....7 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
News Service .....AP
Representative .....Burn-Smith Co.

Personnel

President.....Byrce P. Beard
Station and Commercial Manager .....Russell McIntire
Assistant Manager and Chief Announcer .....Earl Caton
Program-Production Director..Russell McIntire
Chief Engineer .....Carl Watson

•

W R R F

WASHINGTON—EST. 1942

BLUE NETWORK
KEYSTONE BROADCASTING SYSTEM

Frequency: 930 Kc.....Power: 1000 Watts
Owned-Operated By....Tar Heel Broadcasting System
Address .....Bank of Washington Bldg.
Phone Number 403
Transmitter Location..2 miles from Washington on Greenville Highway
Time on the Air.....Daytime license
News Service .....AP
National Representative.....Burn-Smith Co.

Personnel

President.....W. R. Roberson, Sr.
Station Manager.....W. R. Roberson, Jr.
Sales Manager .....Leslie Smith
Program-Production Director.....N. L. Royster
Promotion-Publicity Director.....Leslie Smith
Chief Announcer .....Wally King
Chief Engineer .....George Martin

•

W M F D

WILMINGTON—EST. 1935

BLUE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned by .....WMFD
Operated by .....Richard Austin Dunlea
Business Address.....P. O. Box 696
Phone Number.....Dial 4840
Studio Addresses: Castle Hayne Road, Forest Hills
Transmitter Location.....Castle Hayne Road
Time on the Air.....7:30 a.m. to 11 p.m.
News Service .....UP
Transcription Service .....BMI
Representative .....Burn-Smith Company

Personnel

President-General Manager.....R. A. Dunlea
Commercial Manager.....Claud O'Shields
Program-Musical Director.....Harry W. Lee
Production Manager.....Norma Rogers
Chief Engineer.....E. I. Herring

•

W G T M

WILSON—EST. 1937

MUTUAL BROADCASTING SYSTEM
TOBACCO NETWORK
KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated by ..Penn Thomas Watson
Address ..... Wilson
Phone Number..... 2188
Transmitter Location .....Wilson
Time on the Air.....Unlimited
News Service ..... UP
Transcription Service .....Lang-Worth
Representative..... Burn-Smith Co.

Personnel

Owner .....P. T. Watson
Station Manager .....Allen Wannamaker
Commercial Manager.....Robert B. Brunson
Program-Production Director.....Clinton Faris
Publicity Director .....Mina Williams
Chief Engineer .....Warren Wooten

•

W A I R

WINSTON-SALEM—EST. 1937

BLUE NETWORK
MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....C. G. Hill, Geo. D. Walker, S. H. Walker
Address ..... Pepper Bldg.
Phone Number 2-1133
Transmitter Location.....Reynolda, N. C.
Time on the Air: 6 a.m. to midnight; Sunday, 8 a.m. to midnight
News Service .....AP
Transcription Service.....World Broadcasting System

Personnel

General Manager.....George D. Walker
Commercial Manager.....C. G. Hill
Sales Promotion Manager.....E. D. Hill
Program-Production Director...Charles Keaton
Director of War Programs.....George Walker
Publicity Director.....Doris B. Brown
Chief Announcer.....D. C. Pardington
Chief Engineer .....Lee King
Record MC .....Russell Marion

WSJS

WINSTON-SALEM—EST. 1930

NATIONAL BROADCASTING CO.

Frequency: 600 Kc .....Power 5000 Watts
Owned-Operated By..Piedmont Publishing Co.
Address .....419-421 N. Spruce St.
Phone Number 4141
Transmitter Location.....RFD No. 1
Time on the Air.....6 a.m. to 12:30 a.m.; Sundays, 7:30 a.m. to 12:30 a.m.
Newspaper Affiliation: Winston-Salem Journal; Twin City Sentinel
News Service .....UP
Transcription Services..Associated Music Publishers; Lang-Worth
Representative .....Headley-Reed Co.

Personnel

President .....Gordon Gray
Managing Director .....Harold Essex
Sales Manager .....Harry B. Shaw
Program Director .....Clay B. Daniel
Musical Director .....Isabel Shaffer
Chief Engineer..... Phil Hedrick

NORTH DAKOTA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

KFYR

BISMARCK—EST. 1925

NATIONAL BROADCASTING COMPANY
NORTHWEST NETWORK

Frequency: 550 Kc.....Power: 5000 Watts
Owned-Operated By.....Meyer Broadcasting Company
Address .....320 Broadway
Phone Number 468
Transmitter Location .....Menoken, N. Dak.
Time on the Air.....6 a.m. to midnight; Sunday, 7 a.m. to midnight
News Service .....UP
Transcription Service.....NBC Thesaurus
Representative .....John Blair & Company

Personnel

President .....P. J. Meyer
Station and Commercial Manager.....F. E. Fitzsimonds
Program Director-Chief Announcer .....Robert MacLeod
Musical Director .....Curt Dirlam
Publicity-Production Manager.....Cal Culver
Chief Engineer.....Ivar Nelson

•

KDLR

DEVILS LAKE—EST. 1925

MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....KDLR, Inc.
Address .....1025 Third St.
Phone Number 1090
Transmitter Location.....East end 4th Street
Time on the Air.....6:30 a.m. to 10:30 p.m.
News Service.....UP
Transcription Service .....World Broadcasting

Personnel

President and General Manager....Bert Wick
Program Director .....Bob Raynor
Chief Engineer.....Richard Moritz

•

WDAY

FARGO—EST. 1922

NATIONAL BROADCASTING COMPANY
NORTHWEST NETWORK

Frequency: 970 Kc.....Power: 5000 Watts
Owned-Operated By.....WDAY, Inc.
Address .....Black Building
Phone Number 5357
Transmitter Location..Four miles west of Fargo
Time on the Air: 6 a.m. to 12 midnight; Sunday, 7 a.m. to midnight
Newspaper Affiliation.....Fargo Forum
News Service .....UP
Transcription Service.....NBC Thesaurus
Representative .....Free & Peters

Personnel

President .....E. C. Reineke
General and Commercial Manager .....B. J. Lavin
Program Director and Chief Announcer .....Ken Kennedy
War Program Director .....Howard Nelson
Production Manager.....David Henley
Sales Promotion-Publicity Director .....Mildred Gregerson
Musical Director .....Monty Williams
Chief Engineer.....Julius Hetland

•

KFJM

GRAND FORKS—EST. 1923

Frequency: 1440 Kc....Power: 1000 d.; 500 n.
Owned-Operated By.....University of North Dakota
Address..Woodworth Hall, University Campus

Phone Number 2800
Transmitter Location .....University Campus
Time on the Air.....3 p.m. to 5 p.m. daily

Personnel

President.....John C. West
Business Manager.....J. W. Wilkerson
Program Director .....Charles E. Gustafon
Chief Engineer.....Elwin J. O'Brien
(Non-Commercial Station)

•

KILO

GRAND FORKS—EST. 1941

COLUMBIA BROADCASTING SYSTEM

Frequency: 1440 Kc...Power: 1000 d.; 500 n.
Owned-Operated By.....Dalton Le Masurier
Address.....First National Bank Building
Phone Number 1200
Transmitter Location.....University of North Dakota Campus
Time on the Air.....Unlimited License
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Headley-Reed Co.

Personnel

Owner-Station Manager....Dalton Le Masurier
Commercial Manager.....Elmer Hanson
Program Director.....Helen LaVelle
Chief Announcer .....Jack Horner
Chief Engineer .....E. J. O'Brien

•

KSJB

JAMESTOWN—EST. 1937

MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1400 Kc. (App. 600) Power 250 Watts
Owned-Operated By..Jamestown Broadcasting Company, Inc.
Business Address.....Midland Building
Phone Numbers 100; 358
Transmitter Location..1201 First Avenue South
Time on the Air.....7:30 a.m. to 10:32 p.m.; Sundays, 8 a.m. to 10:32 p.m.
News Service .....AP
Representative....North Central Broadcasting System

Personnel

President.....John W. Boler
Station Manager.....B. Harland Ohde
Chief Engineer.....Kenneth L. Rich

•

KGCU

MANDAN—EST. 1925

MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1270 Kc.....Power: 250 Watts
Owned-Operated By..Mandan Radio Association, Inc.
Business Address .....Mandan
Phone Numbers 631; 257
Transmitter Location....South East of Mandan
Time on the Air: 6:30 a.m. to 11 p.m.; Sundays, 7 a.m. to 11 p.m.
Representative....North Central Broadcasting System

Personnel

President.....W. S. Russell
Station Manager.....M. J. Reichert

•

KLPM

MINOT—EST. 1929

MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1390 Kc.....Power: 1000 Watts
Owned-Operated By.....John B. Cooley
Business Address .....Fair Block, Minot
Phone Number 1267
Studio Address .....Fair Block, Minot
Transmitter Location..Three miles southeast of Minot
Time on the Air: 6:30 a.m. to 10:30 p.m.; Sunday, 7:00 am. to 10:00 p.m.
News Service .....UP
Transcription Service.....World Broadcasting System
Representative .....The Walker Company

Personnel

President.....John B. Cooley
Station Manager-Chief Engineer..C. W. Baker
Commercial Manager.....E. H. Cooley
Program Director and
Chief Announcer .....Jack Helling
Chief Engineer .....C. W. Baker

•

KOVC

VALLEY CITY—EST. 1936

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By .....KOVC, Inc.
Address .....312 Fifth Ave.
Phone Number 408
Transmitter Location .....312 Fifth Ave.
Time on the Air.....98 hours weekly

Personnel

President.....Milton Holiday
General and Commercial
Manager .....Robert E. Ingstad
Sales Promotion-Program
Director.....George L. Brooks
Director of War Programs.....Bob Ingstad
Chief Engineer .....Charles Sjostrom

WAKR

TOWERS OVER AKRON



Basic Blue Network

5000 WATTS ★ DAY & NIGHT

WEED & CO.

National Representatives

OHIO

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

WADC

AKRON—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 1350 Kc.....Power: 5000 Watts
Owned-Operated By.....Allen T. Simmons
Business Address .....Box 830
Phone Number .....Meadowbrook 3211
Studio Address.....Tallmadge, Ohio
Transmitter Location..State Route No. 8, North of Akron
Time on the Air.....6:30 a.m. to 1 a.m.; Sundays, 7:30 a.m. to 1 a.m.
News Service .....UP
Transcription Service .....Standard Radio
Representative.....Geo. P. Hollingbery Co.

Personnel

President-Station Manager...Allen T. Simmons
Commercial-Sales Promotion Manager .....R. B. Wilson
Program Director-Chief Announcer H. H. Hageman
Publicity Director.....Robert Wass
Production Manager .....C. R. Jolliff
Musical Director .....Charles Herr
Chief Engineer .....John Aitkenhead

●

WAKR

AKRON—EST. 1940

BLUE NETWORK

Frequency: 1590 Kc.....Power: 5000 watts
Owned-Operated By..Summit Radio Corporation
Address.....First Central Tower
Phone Number.....HEmlock 6151
Transmitter Location Swarts Road, RFD, South Akron
Time on the Air .....6:30 a.m. to 1 a.m. Sundays, 7 a.m. to 1 a.m.
News Service .....AP
Transcription Service.....NBC Thesaurus
Representative .....Weed & Co.

Personnel

President-Station Manager....S. Bernard Berk
Commercial Manager.....Kenneth M. Keegan
Sales Promotion Manager.....V. G. Berk
Program Director .....Deane S. Long
Production Manager.....Russell B. Wise
Chief Engineer .....Wm. W. Robertson

(See Page 541)

●

WICA

ASHTABULA—EST. 1937

Frequency: 970 Kc.....Power: 1000 Watts
Owned-Operated By.....WICA, Inc.
Address.....221 Center St.
Phone Numbers 1211-1311
Transmitter Location.....Jefferson Road, RFD
Time on the Air .....Local sunrise to sunset
News Service .....UP
Transcription Service .....NBC Thesaurus
Representative.....The Walker Co.

Personnel

President.....C. A. Rowley
Manager.....R. B. Rowley
Commercial Manager .....Donald Fassett
Program Director.....W. W. Walrath
Publicity Director.....Al Newkirk
Musical Director .....Mary Pavolino
Chief Engineer.....George Gautney

●

WHBC

CANTON—EST. 1926

MUTUAL BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts (1000 W. after April 1, 1944)
Owned By.....Brush-Moore Newspapers, Inc.
Operated By..The Ohio Broadcasting Company
Address.....550 Market Avenue, South
Phone Number 7-166
Transmitter Location.....Lakeside and 22nd Street, N. W.
Time on the Air.....7 a.m. to 12 midnight; Sundays, 8:30 a.m. to 12 midnight
Newspaper Affiliation.....Brush-Moore Newspapers, Inc.
News Service .....UP
Transcription Service ..... .NBC Thesaurus
Representative.....Burn-Smith Co., Inc.

Personnel

President.....Louis H. Brush
General Manager.....Felix Hinkle
Commercial-Sales Promotion Manager.....Robert C. Fehlman
Director of War Programs....Elizabeth Weeks
Publicity Director .....Robert C. Fehlman
Program Director.....Leonard Taylor
Musical Director .....Martin Alexander
Chief Engineer.....Kenneth Sliker

●

WCKY

CINCINNATI—EST. 1929

COLUMBIA BROADCASTING SYSTEM

Frequency: 1530 Kc.....Power: 50000 Watts
Owned-Operated By.....L. B. Wilson, Inc.
Address .....Hotel Gibson, 5th & Walnut Streets
Phone Number ..... Cherry 6565
Transmitter Location..near Crescent Springs, Ky.
Time on the Air: .. 5 a.m. to 1 a.m.; Sundays 7 a.m. to 1 a.m.

News Service.....AP; UP
Transcription Service.....Standard Radio; Lang-Worth
Representative .....Free & Peters

Personnel

President and General Manager..L. B. Wilson
Station and Commercial Mgr...Fred A. Palmer
Promotion Manager.....Margaret Dotson
Program-Production Director .....Robert M. Fleming
Director of War Programs.....Jeanette Fuller
Musical Director .....Charles Mauthe
Publicity Director.....Charles F. McGrath
Studio Supervisor.....Arthur D. Gillette
Transmitter Supervision...Harvey B. Glatstein

WCPO

CINCINNATI—EST. 1922

Frequency: 1230 Kc. .....Power: 250 Watts
Owned-Operated By.....Scripps-Howard
Address.....204 Keith Bldg., 523 Walnut St.
Phone Number .....MAin 3314
Transmitter Location...Daylight Building, 623 East 6th St.
Time on the Air.....6 a.m. to 12:15 a.m.; Saturdays, 6 a.m. to 2 a.m.; Sundays, 7:15 a.m. to 12:15 p.m.

Newspaper Affiliation: The Cincinnati Post; Scripps-Howard Newspapers
News Service ..... UP
Transcription Service.....Standard Radio Lang-Worth; Associated Music Publishers
Representative .....The Branham Company

Personnel

President.....Jack Howard
V.-P. & Gen. Mgr.....M. C. Watters
Commercial Manager.....John P. Smith
Sales Promotion Manager .....John J. Black
Production Manager.....John G. Sweeney
Chief Announcer .....George Kent
Acting Chief Engineer.....Roger Wetz

WKRC

CINCINNATI—EST. 1923

MUTUAL BROADCASTING SYSTEM

Frequency: 550 Kc...Power: 5000 d.; 1000 n.
Owned-Operated By.....The Cincinnati Times-Star Co.
Address .....Hotel Alms
Phone Number .....Woodburn 0550
Transmitter Location .....Hotel Alms
Time on the Air: 5:30 a.m. to 1 a.m.; Sundays, 8 a.m. to 1 a.m.



83.9%

of WSAI's contracts are RENEWED contracts!

WSAI

DIVISION OF THE CROSLEY CORPORATION
CINCINNATI 2, OHIO

Newspaper Affiliation..The Cincinnati Times-Star
News Service .....AP, UP
Transcription Service....Lang-Worth, Standard
Representative .....The Katz Agency

Personnel

President .....Hulbert Taft, Sr.
General Manager.....Ken Church
Sales Manager.....H. E. Fast
Sales Promotion and Program Manager .....James Patt
Musical Director .....Gladys Lee
Chief Engineer.....George Wilson

•

WLW

CINCINNATI—EST. 1922

BLUE NETWORK
NATIONAL BROADCASTING CO.

Frequency: 700 Kc.....Power: 50000 Watts
Owned-Operated By..The Crosley Corporation
Address .....Crosley Square
Phone Number.....Cherry 1822
Transmitter Location.....Mason, Ohio
Time on the Air.....24 hours daily
News Service.....AP; INS; UP; Reuters
Transcription Service.....World Broadcasting System; NBC Thesaurus
National Sales Office....630 Fifth Ave., New York, N. Y.; 360 N. Michigan Ave., Chicago
Representative...Spot Sales, Inc. (West Coast)

Personnel

President .....Powel Crosley, Jr.
Vice-President in Charge of Broadcasting .....James D. Shouse
V. P. and Assistant General Manager .....R. E. Dunville
Sales Manager .....Harry Mason Smith
Sales Manager, N. Y. Office..Warren Jennings
Sales Manager, Chicago Office..George Clark
Promotion Manager.....M. F. Allison
Merchandising Manager.....Arthur Griffes
Director of War Programs.....Katherine Fox
Program Director .....Howard Chamberlain
Production Manager.....Chester Herman
Publicity Director .....William L. Barlow
Musical Director..... Milton Weiner

(See Page 310)

•

WSAI

CINCINNATI—EST. 1928

BLUE NETWORK
NATIONAL BROADCASTING CO.

Frequency: 1360 Kc.....Power: 5000 Watts
Owned-Operated By.....Crosley Corp.
Address .....Crosley Square
Phone Number.....Cherry 1822
Transmitter Location.....Near Mt. Healthy, Ohio
Time on the Air: .....Unlimited License
News Service.....AP; INS; UP; Reuters
Transcription Service.....World Broadcasting System; NBC Thesaurus
Representative.....Spot Sales, Inc.

Personnel

President .....Powel Crosley, Jr.
Vice-President.....James D. Shouse
General Manager.....Walter A. Callahan
Sales Manager .....W. R. Christian
Artists' Bureau Head.....George Biggar
Promotion Manager.....Hazel Brett Howard
Program Director.....James Leonard
Director of War Programs.....Kit Fox
Production Manager.....Chester Herman
News Editor.....William Dowdell
Publicity Director.....Roger Baker
Musical Director.....Milton Wiener
Chief Engineer .....R. J. Rockwell

•

WCLE

CLEVELAND—EST. 1927

MUTUAL BROADCASTING SYSTEM

Frequency: 610 Kc.....Power: 500 Watts
Owned-Operated By.....United Broadcasting Company
Business Address.....1311 Terminal Tower
Phone Number .....PRospect 5800
Transmitter Location .....Seven Hills Village
Time on the Air.....6:45 a.m. to local sunset
Newspaper Affiliation.....Cleveland Plain Dealer
News Service .....AP
Transcription Service .....Lang-Worth, Associated
Representative .....Radio Advertising Corporation

Personnel

President .....Sterling E. Graham
Vice-President and Station Manager.....H. K. Carpenter
Assistant to Manager.....Robert D. Borland
Sales Manager.....K. K. Hackathorn
Program Director.....C. M. Hunter
Merchandising and Advertising Manager.....Robert Greenberg
Continuity Director.....Leslie Biebl
Production Manager and Chief Engineer .....Walter L. Davis
Publicity Director.....Doris Neubauer
Musical Director.....Willard Pott
Chief Engineer.....Ralph DeLany

•

WGAR

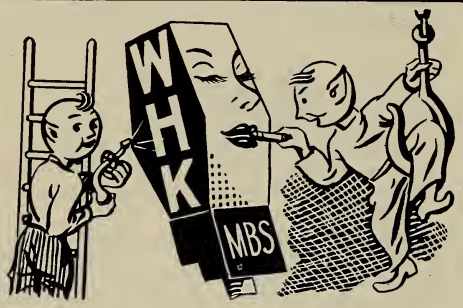
CLEVELAND—EST. 1930

COLUMBIA BROADCASTING SYSTEM

Frequency: 1480 Kc. (1220 Authorized)..Power: 5000 d.; 1000 n. (5000 Authorized)

Confidentially—
IT'S DONE WITH
GREMLINS





Yep! It's "Them" again—but a special kind. Not the perverse and destructive R.A.F. breed. Ours are the kind who glamorize microphones . . . so that radio commercials simply *charm* cash-money out of the public.



Cleveland's retail merchants—who swear by the sales miracles achieved through broadcasting over WHK—have never seen our gremlins. (Neither have we; although one night our Program Director *thought* he saw one.) But RESULTS—yeah, man, we've seen them a-*plenty!*



And that's what counts . . . money laid on the line, cheerfully and often . . . in exchange for merchandise advertised over WHK. Cleveland retailers have put this to the test. And that's why they *buy more time on WHK than on any other leading station!*

Because it sells . . . and sells . . .

AND SELLS

WHK

is

"Retailers' Choice in Cleveland!"

Represented by Paul H. Raymer Co.

United Broadcasting Co., Operators of WHK-WCLE, Cleveland; WHKC, Columbus

Owned-Operated By.....The WGAR Broadcasting Company
Address ..... Hotel Statler
Phone Number .....Prospect 0200
Transmitter Location.....1000 Harvard Ave. Cuyahoga Heights, Ohio
Time on the Air.....6 a.m. to 1 a.m.
News Service .....UP
Transcription Service.....World Broadcasting System
Representative....Edward Petry & Co., Inc.

Personnel

President.....George A. Richards
Vice President-General Manager..John F. Patt
Commercial Manager.....Harry Camp
Sales Promotion Manager....Clyde Vortman
Director of Operations.....Carl George
Program Director.....David Baylor
Publicity Director .....Manuel Eisner
Production Manager-Chief Announcer .....Wayne Mack
Musical Director and Artists Bureau Head .....Walberg Brown
Chief Engineer.....R. Morris Pierce

•

W H K

CLEVELAND—EST. 1921

MUTUAL BROADCASTING SYSTEM

Frequency: 1420 Kc.....Power: 5000 Watts
Owned-Operated By..United Broadcasting Co.
Address .....1311 Terminal Tower
Phone Number.....PRospect 5800
Transmitter Location ....Seven Hills Village
Time on the Air: 6:45 a.m. to 1 a.m.; (126¼ hours weekly)
Newspaper Affiliation.....Cleveland Plain Dealer
News Service ..... AP
Transcription Service.....Lang-Worth, Associated, World
Representative .....Paul H. Raymer Co.

Personnel

President .....Sterling E. Graham
V-P & Station Manager.....H. K. Carpenter
Assistant to Manager.....Robert D. Borland
Sales Manager.....K. K. Hackathorn
Program Director.....C. M. Hunter
Merchandising and Advertising Manager .....Robert Greenberg
Continuity Director.....Leslie Biebl
Production Manager and Chief Announcer .....Walter L. Davis
Publicity Director .....Doris Neubauer
News Editor .....Arthur O. Beamer
Musical Director.....Willard Pott
Chief Engineer.....Ralph DeLany

W T A M

CLEVELAND—EST. 1923

NATIONAL BROADCASTING CO.

Frequency: 1100 Kc.....Power: 50000 Watts
Owned-Operated By....National Broadcasting Co.
Business Address ...815 Superior Ave., N.E.
Phone Number .....Cherry 0942
Transmitter Location .....Brecksville, Ohio
Time on the Air: 5 a.m. to 1 a.m.; Sundays, 6 a.m. to 1 a.m.
News Service.....UP; AP
Transcription Service .....NBC Thesaurus; Standard Radio
Representative.....NBC National Spot Sales

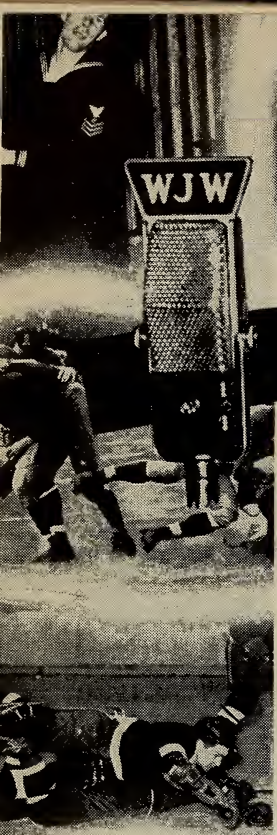
Personnel

President .....Niles Trammell
Station Manager .....Vernon H. Pribble
Commercial and Sales Promotion Manager .....Howard A. Barton
Program Director.....Hal Metzger
Production Manager .....Fred Wilson
Publicity Director-News Editor ..... Bob Dailey
Director of Special Events.....Tom Manning
Musical Director .....Lee Gordon
Chief Engineer.....S. E. Leonard

ANOTHER FIRST FOR PA

AP HOURLY NEWS SUMMARY

PA originated hourly news summaries on the special AP radio news wire.





. . . standard equipment!

When thousands congregate . . . at **ringside prices** . . . a million will listen . . . free.

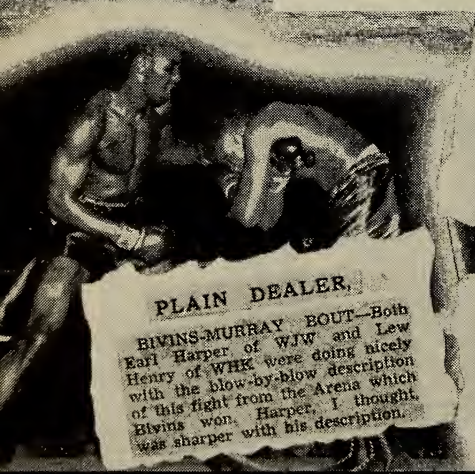
WJW listens to that million listeners!

Wherever crowds gather and things happen of special interest to the people, the WJW microphones are **standard equipment** on the job—bringing "Cleveland" closer to Clevelanders.

They serve also in bringing Clevelanders closer to WJW . . .

And should serve finally in bringing the advertiser closer to both of us.



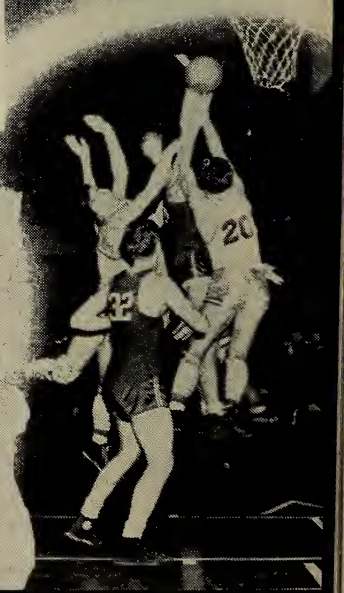


PLAIN DEALER,

BIVINS-MURRAY BOUT—Both Earl Harper of WJW and Lew Henry of WHK were doing nicely with the blow-by-blow description of this fight from the Arena which Bivins won. Harper, I thought, was sharper with his description.

THE CLEVELAND PRESS,

The town's cheering Earl Harper's broadcast of the Charity Fights over WJW the other night. Although we didn't hear him, as we were at the Arena, we understand it was the best sports job turned in over the local kilocycles in a long while. Congratulation's on a big-time sportscast, Earl.



CLEVELAND NEWS

Earl Harper, sportscaster for WJW, newcomer to town, did a swell job in broadcasting the Bivins-Murray bout at the News Christmas boxing show last night. His non-hysterical description was easy to follow and gave the listener a good picture of what was happening in the ring.

BASIC
Blue Network
CLEVELAND, O.

WJW 850

850 KC
5000 Watts
DAY AND NIGHT

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

WJW

CLEVELAND—EST. 1943

BLUE NETWORK

Frequency: 850 Kc.....Power: 5000 Watts
Owned By .....WJW, Inc.
Operated By .....William M. O'Neil
Address .....WJW Building, Playhouse Square
Phone Number .....SUperior 0101
Transmitter Location ....North Royalton, Ohio
Time on the Air.....6 a.m. to 1 a.m.
News Service .....UP
Transcription Service .....Standard
Representative .....Headley-Reed Co.

Personnel

President and Station Manager .....William M. O'Neil
Commercial Manager ....Harold W. Waddell
Sales Promotion and Merchandising Manager .....Ben Stiller
Program Director .....Edward N. Palen
Production Manager .....Arden Gifford
Publicity Department .....Earl Harper
Musical Director .....Donald Kayler
Chief Engineer .....Gerold G. Roberts

•

WBNS

COLUMBUS—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 1460 Kc...Power: 5000 d.; 1000 n.
Owned-Operated By.....WBNS, Incorporated
Address .....33 North High Street
Phone Number.....Adams 9265
Transmitter Location .....1035 Barnett Rd.
Time on the Air.....6 a.m. to 1 a.m.
News Service ..... AP
Transcription Service.....Standard Radio
Representative.....John Blair & Company

Personnel

President.....Robert H. Wolfe
Chairman of the Board.....Edgar T. Wolfe
Sales and Commercial Manager.....W. I. Orr
National Sales Manager.....Don Burrows
Program Director.....Jack Price
Production Manager.....Tom DeVore
Chief Announcer.....Irwin A. Johnson
Musical Director.....Lowell Riley
Promotion Manager.....Jim Yerian
Publicity Director.....Jerome R. Reeves
Chief Engineer.....Lester H. Nafzger

•

WCOL

COLUMBUS—EST. 1934

BLUE NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....WCOL, Inc.
Business Address.....33 North High St.
Phone Number .....Main 4581
Transmitter Location.....33 North High St.
Time on the Air: 6 a.m. to 1 a.m.; Sundays, 8 a.m. to 1 a.m.
News Service ..... INS
Transcription Service.....NBC Thesaurus and Lang-Worth
Representative .....Weed & Company

Personnel

President.....K. B. Johnston
Station-Commercial Manager.....Neal Smith
Program Director.....Wallace Beavers
Production Manager.....Bill Wallace
Publicity-Musical Director....Janice Hagerty
Chief Engineer.....James E. Lowe

•

WHKC

COLUMBUS—EST. 1921

MUTUAL BROADCASTING SYSTEM

Frequency: 640 Kc.....Power: 500 Watts
Owned-Operated By.....United Broadcasting Co.
Address .....22 East Gay St.
Phone Number ..... Adams 1101
Transmitter Location.....901 Obetz Road
Time on the Air: 6 a.m. to local sunset, Los Angeles, Calif.
Newspaper Affiliation .....Cleveland Plain Dealer
News Service ..... UP
Transcription Service .....Lang-Worth
Representative .....Radio Advertising Corp.

Personnel

President .....Sterling Graham
General Manager.....Carl M. Everson
Commercial and Sales Promotion Manager .....Harry H. Hoessly
Program Director-Production Manager .....John Moses
Publicity Director.....Rosalind Millstone
Chief Announcer .....Bernard J. Sweeney
Artists Bureau Head-Musical Director .....Abram Ruvinsky
Chief Engineer.....J. E. Anderson
Record MC .....Robert Smith

•

WOSU

COLUMBUS—EST. 1921

Frequency: 820 Kc.....Power: 5000 Watts
Owned-Operated By....Ohio State University
Business Address .....Columbus
Phone Numbers: University 3148; Extension 711
Studio Address .....Campus
Transmitter Location: University Golf Course, 3 miles northwest of Columbus
Time on the Air.....Limited time, to sunset at Dallas, Texas
News Service .....UP
Transcription Service .....Lang-Worth

Personnel

President.....Howard L. Bevis

Station Director.....R. C. Higgy
Program Director.....C. W. Pettegrew
Production Manager.....Edgar Sprague
Publicity Director.....H. K. Schellenger
Chief Announcer .....Bert Stille
Musical Director.....Ann Charles
Chief Operator.....C. H. Boehnker
(Non-Commercial Station)

•

WHIO

DAYTON—EST. 1935

COLUMBIA BROADCASTING SYSTEM

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Operated By..Miami Valley Broadcasting Corporation
Business Address.....45 South Ludlow Street
Phone Number .....ADams 2261
Transmitter Location..Hempstead Road (R.R. No. 2—Box 292 A, Dayton, Ohio)
Time on the Air: 5:45 a.m. to 12:15 a.m.; Saturdays, 5:45 a.m. to 1:05 a.m.; Sundays, 8 a.m. to 12:15 a.m.
Newspaper Affiliations: Dayton Daily News; Springfield (O.) News and Sun; Atlanta Journal; Miami Daily News
News Service .....UP, INS, Reuters
Transcription Service.....Standard Radio
Representative.....George P. Hollingbery Co.

Personnel

President.....James M. Cox, Jr.
General Manager.....Robert Moody
Assistant General Manager....Lester Spencer
Sales Promotion Manager....Arthur Tomsett
Program-Production Manager .....William Hamilton
Publicity Director.....Garland Baldwin
Musical Director.....Henry Lange
Chief Announcer .....Wesley Bouslog
Chief Engineer.....Ernest L. Adams

•

WING

DAYTON—EST. 1924

BLUE NETWORK
OHIO BROADCASTING SYSTEM

Frequency: 1410 Kc.....Power: 5000 Watts
Owned-Operated By..Great Trails Broadcasting Corporation
Address.....121 North Main Street
Phone Number.....ADams 3288-89-80
Transmitter Location.....Shaker Road
Time on the Air.....6 a.m. to 1 a.m.
News Service .....AP

Ask ANY Daytonian

The Dayton market is filled with a great variety of people, but you'll find they have one thing in common—They like WHIO because of the fine CBS programs and interesting local features—plus complete and reliable news coverage through U.P., I.N.S. and Reuters.



WHIO IS THE DAYTON MARKET

5000 WATTS • BASIC CBS
G. P. HOLLINGBERY CO., Representatives
HARRY E. CUMMINGS, Southeastern Representative

Transcription Service.....Lang-Worth, NBC Thesaurus
Representative.....Weed & Company

Personnel

Chief Executive and General Manager.....Ronald B. Woodyard
Program Production Director.....Lin Mason
Merchandising-Publicity.....Virginia North
Musical Director.....Charles Reeder
Chief Engineer.....Paul Braden

•

WFIN

FINDLAY—EST. 1941

Frequency: 1330 Kc.....Power: 1000 Watts
Owned-Operated By..Findlay Radio Company
Business Address....500½ South Main Street
Phone Number.....Main 1330
Transmitter Location.....Williams Road
Time on the Air:6:30 a.m. to local sunset; Sundays, 7:30 a.m. to local sunset
News Service.....INS
Transcription Service.....Lang-Worth; Standard Radio

Personnel

General Manager.....Fred R. Hover
Sales Representatives.....Dick Davis, M. C. Clark
Announcers.....Charles Lipker, Fritz Sorenson
Musical Director.....Barbara J. Tyner
Chief Engineer.....Edgar Smith

•

WLOK

LIMA—EST. 1938

NATIONAL BROADCASTING CO.

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....The Fort Industry Company
Address.....506 New Center Bldg., Detroit, Michigan
Phone Number.....93161, Lima; Trinity 17700, Detroit
Transmitter Location.....1424 Rice Avenue
Time on the Air: 7 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
News Service.....AP
Transcription Services.....Standard Radio; Lang-Worth
Representative.....Headley-Reed Co.

Personnel

President.....George B. Storer (on leave with armed forces)
Vice-President-General Manager....J. H. Ryan
Managing Director.....Ralph Elvin
Commercial Manager.....C. B. Heller
Program Director.....Frank D. Heibeck
Promotion-Publicity Director.....Ralph Elvin
Chief Announcer.....Charles Grady
Chief Engineer.....Jack E. Bannon

WMAN

MANSFIELD—EST. 1939

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Richland, Inc.
Address.....144½ Park Avenue West
Phone Numbers.....4235-6
Transmitter Location..Corner Longview Ave. and No. Main St.
Time on the Air: 7 a.m. to 10 p.m.; Sundays, 9 a.m. to 9 p.m.
News Service.....UP
Transcription Service.....Standard Radio
Representative.....Headley-Reed Co.

Personnel

President.....M. F. Rubin
Vice-President-General Manager.....Orville E. Fields
Secretary.....Thos X. Dunigan
Treasurer.....Marie W. Vandegrift
Program Director-Chief Announcer.....Richard Cram
Publicity Director.....Robert Horn
Musical Director.....Earl Black
Chief Engineer.....Perry Wilson

•

WMRN

MARION—EST. 1940

BLUE NETWORK
KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By..The Marion Broadcasting Company
Address.....North Main Street
Phone Number.....2516
Transmitter Location.....North Main Street
Time on the Air: 7 a.m. to 10:45 p.m.; Sundays, 8 a.m. to 10:45 p.m.
News Service.....UP
Transcription Service.....NBC Thesaurus, Standard

Personnel

President-Station Manager.....Robert T. Mason
Commercial Manager.....Geo. A. Speese
Sales Promotion Manager.....A. T. Turnbull
Program Director.....Louis T. Marsh
Production Manager.....Madge L. Cooper
Chief Announcer.....A. C. Parlin
Artists Bureau Head.....Robert E. Gross
Musical Director.....Anna Mae Spano
Chief Engineer.....S. Robert Morrison

•

WPAY

PORTSMOUTH—EST. 1935

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By..Scioto Broadcasting Co.
Address.....1009 Gallia St.
Phone Number.....1010
Transmitter Location.....1009 Gallia St.

the proof of the pudding...

21 of 23 accounts in 5 major industries choose WTOL

THE SCORE for WTOL

5 out of 6	PETROLEUM PRODUCTS
6 out of 6	SOFT DRINKS
5 out of 5	BREAD BAKERS
2 out of 2	DRUG CHAINS
3 out of 4	DEPARTMENT STORES

check this list of Leaders

SOFT DRINKS	BAKERIES	GAS & OIL	DEPT. STORES
Coca-Cola	Bond Bread	Hi-Speed	LaSalle & Koch
Dad's Root Beer	Jersey Gold	Fleetwing	The Lion Store
Spur	Sherlock Bky.	Sohio	Tiedtke's
Pepsi-Cola	Taystee Bread	Sunoco	
Hires Root Beer	Wonder Bread	Texaco	DRUG CHAINS
Variety Club			Lane Drug Co.
			Walgreen Co.

Basic Blue

WTOL

TOLEDO

ARCH. SHAWD
Ex. Vice-President

Represented nationally by RADIO ADVERTISING CORPORATION

Time on the Air: 7 a.m. to 11 p.m.; Sundays, 7:30 a.m. to 11 p.m.
Newspaper Affiliation.....Portsmouth Times
News Service .....UP
Transcription Service .....Lang-Worth

Personnel

President .....Chester A. Thompson
Station Manager.....Paul Wagner
Program Director .....Pat Hooley
Chief Engineer .....Maurice Myers

WIZE

SPRINGFIELD—EST. 1940
THE BLUE NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By .....Radio Voice of Springfield, Inc.
Address .....115 West High Street
Phone Number 4955
Transmitter Location .....Springfield
Time on the Air.....6 a.m. to 12 midnight
News Service .....UP
Transcription Service .....NBS Thesaurus
Representative .....Weed & Co.

Personnel

President .....Charles Sawyer
Exec. Vice-President.....Ronald B. Woodyard
General Manager.....Reggie Martin
Promotion-Publicity .....Ernestine Beebe
Program Director .....Ad Karns
Chief Announcer .....Richard Huber
Chief Engineer .....Arthur Martin

WSTV

STEUBENVILLE—EST. 1940
MUTUAL BROADCASTING SYSTEM
VICTORY NETWORK
TRI-STATE NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By..The Valley Broadcasting Company
Business Address...Exchange Realty Building
Phone Number 2-6265-66-67
Transmitter Location.....Altamont Heights
Time on the Air.....7 a.m. to 1 a.m.
News Service .....UP
Transcription Service .....Standard
Representative.....Spot Sales, Inc.

Personnel

General and Commercial Mgr...John J. Laux
Program-Publicity Director.....John L. Merdian
Chief Announcer .....Don O'Brien
Chief Engineer.....Joseph Troesch

WSPD

TOLEDO—EST. 1921
NATIONAL BROADCASTING CO.

Frequency: 1370 Kc.....Power: 5000 Watts
Owned-Operated By....The Fort Industry Co.
Address....Broadcast Building, 136 Huron St.
Phone Number.....ADams 3175
Transmitter Location: Oregon Road, East Toledo
Time on the Air.....6 a.m. to 12:05 a.m.
News Services.....AP; INS
Transcription Service.....NBC Thesaurus
Representative.....The Katz Agency

Personnel

President.....George B. Storer
Vice President.....J. Harold Ryan
Managing Director.....E. Y. Flanigan
Sales Promotion Manager.....W. F. Shannon
Program Director.....Glenn Jackson
Publicity Director .....Al Ruhfel
Chief Engineer.....William Stringfellow

WTOL

TOLEDO—EST. 1938
THE BLUE NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By..The Community Broadcasting Company
Address .....Bell Building
Phone Number.....Adams 3291
Transmitter Location.....Bell Building
Time on the Air.....Unlimited license
News Service .....UP
Transcription Services..Associated Music Publishers; Standard Radio
Representative.....Radio Advertising Corp.

Personnel

President .....Frazier Reams
Vice President-General Manager..Arch Shawd
Commercial Manager.....Gard Wallace
Sales Promotion Manager.....John Morgan
Program Director.....Jean Wright
Production Manager .....Charles Halteman
Publicity Director.....Marie Huffman
Chief Engineer .....John Sheehan

WRRN

WARREN—EST. 1941
MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Nied & Stevens
Address.....2nd National Bank Building
Phone Number 4490
Time on the Air.....6:45 a.m. to 12 midnight
Transmitter Location..710 Main Avenue, S. W.
News Service .....UP
Transcription Service .....Lang-Worth
Representative.....Burn-Smith Company, Inc.

Personnel

Owners.....Frank T. Nied, Perry H. Stevens
General Manager.....J. M. O'Hara
Commercial Manager.....E. J. Pryor
Program Director.....David C. Hale
Chief Engineer.....Charles J. Hurton

WFMJ
The Youngstown Market

More Listeners Per Dollar

in the

28th *U. S. Metropolitan District**

*J. Walter Thompson Research Dept.

Subscriber to C. E. Hooper, Inc.

WFMJ carries MORE Local Advertising, MORE Local News, MORE Public Service Features than any other station serving the rich Youngstown and Mahoning Valley steel center.

BLUE Network Basic Supplementary

WFMJ

Youngstown, Ohio

Headley-Reed National Representatives—New York, Chicago, Detroit, Atlanta, San Francisco.

WFMJ

YOUNGSTOWN—EST. 1939

THE BLUE NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By..WFMJ Broadcasting Co.
Address.....101 W. Boardman St.
Phone Number 34121
Transmitter Location....101 W. Boardman St.
Time on the Air.....6 a.m. to 12 midnight; Saturdays, 6 a.m. to 1 a.m.; Sundays, 7 a.m. to 12 midnight
Newspaper Affiliation..Youngstown Vindicator
News Service.....AP; UP
Transcription Services.....Lang-Worth; Standard Radio
Representative.....Headley-Reed Company

Personnel

Owner-Station Manager..William F. Maag, Jr.
Program Director .....Robert B. Mackall
Chief Announcer .....Fred Joyner
Musical Director.....Col. L. R. Boals
Chief Engineer.....Frank Dieringer

WKBN

YOUNGSTOWN—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 570 Kc.....Power: 5000 Watts
Owned-Operated By.....WKBN Broadcasting Corp.
Address.....17 N. Champion St.
Phone Number 4-2122
Transmitter Location.....3430 Sunset Blvd.
Time on the Air.....6 a.m. to 12 midnight
Newspaper Affiliation..Cleveland Plain Dealer
News Service .....UP
Transcription Services.... World; Lang-Worth
Representative.....Paul H. Raymer Co.

Personnel

President and Gen. Mgr..W. P. Williamson, Jr.
Station-Commercial Manager.....J. L. Bowden
Program Director.....Gene Trace
Production Manager.....Karl Bates
Publicity Director.....Gilbert Simon
Artists' Bureau Head.....Gene Trace
Musical Director.....Dwight Merriam
Chief Engineer.....B. T. Wilkins

WHIZ

ZANESVILLE—EST. 1924

NATIONAL BROADCASTING CO.

Frequency: 1240 Kc.....Power: 250 Watts
Owned By...Southeastern Ohio Broadcasters, Inc.
Operated By.....Fort Industry Company
Address.....North Fifth St.
Phone Number 6000
Transmitter Location.....Newark Road
Time on the Air: 7 a.m. to 12:05 p.m.; Sundays, 8 a.m. to 1L p.m.
News Service .....AP
Transcription Service.....Standard Radio
Representative.....John Blair & Company

Personnel

President.....Goerge Storer
Managing Director.....Allen L. Haid
Production Manager.....Bob Christopher
Program Director-Chief Announcer .....Ivan Harnew
Chief Engineer.....Wm. Hunt

OKLAHOMA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

KADA

ADA—EST. 1934

THE BLUE NETWORK
OKLAHOMA NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Dr. C. C. Morris
Address.....207 First Nat'l Bank Bldg.
Phone Number 1212
Transmitter Location .....North Broadway
Time on the Air.....6:30 a.m. to 11 p.m.; Sundays, 7 a.m. to 11 p.m.
News Service .....UP
Representative .....Radio Advertising Corp.

Personnel

Owner.....Dr. C. C. Morris
Manager .....H. Weldon Stamps
Commercial Manager.....LeRoy W. Moses
Program Director.....Grace Cowell
Chief Engineer .....Harold Walker

KVSO

ARDMORE—EST. 1935

THE BLUE NETWORK
KEYSTONE BROADCASTING SYSTEM
OKLAHOMA NETWORK

Frequency: 1240 Kc.....Power: 250 d.; 100 n.
Owned-Operated By.....Ardmoreite Publishing Co.
Business Address .....Hotel Ardmore
Phone Number 3030
Studio Address .....Hotel Ardmore
Transmitter Location.....Chickasaw & Northwest Blvd.

Time on the Air.....Unlimited License
Newspaper Affiliation.....Daily Ardmoreite
News Service .....UP
Representative .....Radio Advertising Corp.

Personnel

General Manager.....Albert Riesen
Commercial Manager .....Hillis Bell
Musical Director.....Dolly Dutton
Chief Engineer .....C. M. Milner

•

KWON

BARTLESVILLE—EST. 1942

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By..Bartlesville Broadcasting Co.
Business Address ...Union Natl. Bank Bldg.
Phone Number 1400
Studio Address.....Union National Bank Bldg.
Transmitter Location .....Dewey Road
Time on the Air.....6:30 a.m. to 10:45 p.m.
News Service .....AP

Personnel

Vice-President-General Manager..J. Fred Case
Commercial Manager ...Clyde B. Worthington
Program Director .....Jim Case
Chief Announcer.....D. D. Frieday
Musical Director .....Martha Boucher
Chief Engineer.....E. Dallas DeGrafenreid

•

KASA

ELK CITY—EST. 1932

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc .....Power 100 Watts
Owned-Operated By.....E. M. Woody
Address.....Casa Grande Hotel
Phone Number..... 730
Transmitter Location.....Casa Grande Hotel
Time on the Air.....6:15 a.m. to 7 p.m.; Sundays, 7:45 a.m. to 6 p.m.
News Service ..... AP
Transcription Service .....Keystone Broadcasting System

Personnel

President.....E. M. Woody
Station-Commercial Manager....F. E. Mayhew
Program Director-Chief Announcer Joe Fenter
Chief Engineer.....G. W. Patterson

•

KCRC

ENID—EST. 1926

THE BLUE NETWORK
OKLAHOMA NETWORK

Frequency: 1390 Kc.....Power: 1000 Watts
Owned-Operated By.....Enid Radiophone Co.
Business Address...Willow & Kennedy Sts.
Phone Number 447
Transmitter Location.....Willow & Kennedy Sts.
Time on the Air.....6:30 a.m. to 11 p.m.; Sundays, 7 a.m. to 11 p.m.
Newspaper Affiliation...Enid Morning News; Enid Daily Eagle
News Service .....AP
Transcription Service .....Standard
Representative .....Radio Advertising Corp.

Personnel

President-Station Manager....Milton B Garber
Commercial Manager.....H. P. Hale
Program Director .....Marjorie Christopher
Publicity Director.....Marjorie Hromas
Chief Announcer .....Ted Cramer
Chief Engineer .....Paul Snell

•

KSWO

LAWTON—EST. 1941

KEYSTONE BROADCASTING SYETEM

Frequency: 1150 Kc.....Power: 250 Watts
Owned-Operated By.....Carver & Ross Radio Broadcasters
Business Address..... Box 984
Phone Number..... 2370
Studio Address.....17th & E. Streets
Transmitter Location.....17th & E. Streets
Time on the Air.....Daytime license
News Service .....UP
Transcription Service .....NBC Thesaurus

Personnel

President .....Dr. Willard Carver
Station and Commercial Manager..Byrne Ross
Sales Promotion Manager-Chief Announcer .....Hoke Ross
Program-Musical Director.....Winifred Ross
Chief Engineer.....W. E. Billington

•

KBIX

MUSKOGEE—EST. 1936

THE BLUE NETWORK
OKLAHOMA NETWORK

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By:
Oklahoma Press Publishing Co.
Business Address.....P. O. Box 1512
Phone Number 303
Studio Address .....Barnes Building
Transmitter Location .....Barnes Building
Time on the Air.....6:30 a.m. to 12 midnight
Newspaper Affiliation.....Muskogee Daily Phoenix & Times Democrat
News Service ..... AP
Representative.....Radio Advertising Co.

Personnel

President .....Tams Bixby, Jr.
General and Commercial Mgr....Jimmie Barry
Program Director .....Sally Miller
Director of War Programs.....Lowell Clark
Chief Engineer .....D. W. Hoisington

WNAD

NORMAN—EST. 1922

Frequency: 640 Kc.....Power: 1000 Watts
Owned-Operated By..University of Oklahoma
Business Address.....University of Oklahoma
Phone Number .....900; Station No. 124
Studio Address .....Student Union Bldg.
Transmitter Location.....East Stadium
Time on the Air.....Daytime License
News Service .....UP

Personnel

Station Director .....Virginia Hawk
Musical Director .....Roger Goeb
Production Manager.....John W. Dunn
Technical Supervisor .....Clyde Farrar
(Non-Commercial Station)

KOCY

OKLAHOMA CITY—EST. 1923

MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Plaza Court Broadcasting Co.
Address .....Plaza Court
Phone Number..... 3-4333
Transmitter Location.....Plaza Court
Time on the Air.....6:30 a.m. to 11:30 p.m.
News Service .....AP
Transcription Service .....Associated Music Publishers; Standard Radio; NBC Thesaurus
Representative .....Burn-Smith Co.

Personnel

President.....John D. Thomas
Manager.....M. H. Bonnebrake
Commercial Manager .....George Tarter
Program Director .....Lou Maystrik
Production Manager .....Paul Duncan
Chief Engineer .....Harold Durham

KOMA

OKLAHOMA CITY—EST. 1932

(as KFJF—1923)

COLUMBIA BROADCASTING SYSTEM

Frequency: 1520 Kc.....Power: 5000 Watts
Owned-Operated By..... KOMA, Inc.
Address .....Biltmore Hotel
Phone Number 2-3291
Studio Address.....24th Floor, Biltmore Hotel
Transmitter Location: 7½ miles north of Oklahoma City
Time on the Air: 5:55 a.m. to 12 midnight; Sundays, 7 a.m. to 12 midnight
News Service ..... UP
Transcription Service .....Associated Music Publishers, NBC Thesaurus
Representative..... Free & Peters

Personnel

President.....J. T. Griffin
Station Manager.....Kenyon Brown
Commercial Manager.....C. A. Minor, Jr.
Production-Program Director....Paul Buenning
Promotion-Publicity Director.....David Wolfe
Chief Announcer .....Paul Buenning
Musical Director .....Clarence Reynolds
Chief Engineer.....M. W. Thomas

KTOK

OKLAHOMA CITY—EST. 1927

BLUE NETWORK
OKLAHOMA NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Oklahoma Broadcasting Company, Inc.
Business Address.....2004 Apco Tower
Studio Address.....1800 West Main
Phone Number 3-8352
Transmitter Location.....1800 West Main
Time on the Air: 6:30 a.m. to 11:30 p.m.; Sundays, 7 a.m. to 11:30 p.m.
News Service .....AP
Transcription Service.....World; Lang-Worth
Representative.....Radio Advertising Co.

Personnel

President .....Harold V. Hough
Station Manager.....Robert D. Enoch
Commercial Manager.....Frank J. Lynch
Promotion-Publicity Director..Lucien D. Lindsey
Musical-War Program Director..Harold Shreve
Chief Engineer.....Clifford Easum

WKY

OKLAHOMA CITY—EST. 1928

NATIONAL BROADCASTING COMPANY

Frequency: 930 Kc...Power: 5,000 d.; 1,000 n.
Owned By.....Oklahoma Publishing Co.
Operated By.....WKY Radiophone Co.
Address.....Skirvin Tower Hotel
Phone Number..... 3-4306
Transmitter Location.....Highway No. 66
Time on the Air: 6 a.m. to 11:30 p.m.; Sundays, 8 a.m. to 11:30 p.m.
Newspaper Affiliation.....Daily Oklahoman; Oklahoma City Times; The Farmer Stockman
News Service ..... AP
Transcription Service.....Standard Radio
Representative .....The Katz Agency

Personnel

President.....E. K. Gaylord
Secretary-Treasurer.....Edgar T. Bell
Station Manager.....Gayle V. Grubb
Commercial Manager.....Ralph Miller
Program Director.....John I. Prosser
Continuity Director.....George Hamaker
Director of Child Education.....Edyth Wallace
Chief Announcer .....Ben Morris
News Editor .....Dow Mooney
Musical Director .....Allan Clark
Traffic Manager.....Daryl McAllister
Chief Engineer .....Herman Lovell

KHBG

OKMULGEE—EST. 1937

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By: Okmulgee Broadcasting Corp.
Address .....McCulloch Bldg.
Phone Number 3646
Transmitter Location .....Okmulgee
Time on the Air .....Unlimited license
News Service .....UP
Transcription Service..Lang-Worth; Keystone

Personnel

President-Manager .....Pat Buford
Commercial-Sales Promotion Manager
Lucille Buford
Program-Production Director .....Nova Clarke
Chief Announcer .....Bob Greenwood
Chief Engineer .....Chester Ludwick

•

WBBZ

PONCA CITY—EST. 1927

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Adelaide Carrell
Address .....615 West Grand Avenue
Phone Number 2949
Transmitter Location.....615 Grand Avenue
Time on the Air.....Unlimited license

Personnel

Managing Director .....A. L. Carrell

•

KGFF

SHAWNEE—EST. 1930

BLUE NETWORK
OKLAHOMA NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....KGFF Broadcasting Co.
Address..... Aldridge Hotel
Phone Number..... 4390
Transmitter Location.....Shawnee Country Club
Time on the Air: 6:30 a.m. to 12 midnight; Sundays, 7 a.m. to 12 midnight
Newspaper Affiliation....Stauffer Publications
News Service ..... AP
Representative.....Radio Advertising Co.

Personnel

President .....Oscar Stauffer
Secretary-Treasurer and General Manager.....Joseph W. Lee
Commercial Manager .....Maxine Eddy
Promotion-Publicity Director .....Mary Alyce Moore
Continuity Editor.....Mary Douglas Lee
Chief Announcer .....Jean Quillin
Chief Engineer .....Salvatore Ricciotti

KOME

TULSA—EST. 1938

BLUE NETWORK
MUTUAL BROADCASTING SYSTEM
OKLAHOMA NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By..Oil Capital Sales Corp.
Address .....Radio Bldg., 910 S. Boston
Phone Number 3-4121
Transmitter Location.....3904 S. Newport
Time on the Air .....Unlimited
News Service ..... AP
Transcription Service.....Standard Radio
National Representative,
Joseph Hershey McGillvra, Inc.

Personnel

President .....Harry Schwartz
General Manager .....Harold Grimes
Nat'l Adv. Manager and Counselor .....Fred Schwartz
Commercial Manager .....Lee Abbott
Sales Promotion-Publicity Manager .....Margie Lea Hawkins
Program Director .....George Lanham
Continuity Director .....Lucille Burns
Traffic Manager .....Mary Corkill
Musical Director .....Alene Campbell
Chief Engineer .....Bob Dryden
Record MC .....Bill Taylor

•

KTUL

TULSA—EST. 1934

COLUMBIA BROADCASTING SYSTEM

Frequency: 1430 Kc.....Power: 5000 Watts
Owned-Operated By.....Tulsa Broadcasting Company, Inc.
Address .....National Bank of Tulsa Bldg.
Phone Number 2-3191
Studio Address..National Bank of Tulsa Bldg.
Transmitter Location.....Turley, Okla.
Time on the Air: 5:45 a.m. to 11:30 p.m.; Sundays, 7 a.m. to 11 p.m.
News Service ..... UP
Transcription Service ....World Broadcasting; Langworth
Representative .....Free & Peters

Personnel

President.....J. T. Griffin
General Manager.....John Esau
Sales Manager.....R. P. Akin
Program Director.....Eddie McKeen
Publicity Director .....Billee Chandler
Continuity Chief .....Bernice Ash
Production Manager-Chief Announcer .....Leslie Scott
Musical Director.....Lillian Smithline
Chief Engineer .....Robert Snider

KVOO

TULSA—EST. 1926

NATIONAL BROADCASTING COMPANY

Frequency: 1170 Kc.....Power: 50000 Watts
Owned-Operated By.....Southwestern Sales Corporation
Address .....Philtower Blg.
Phone Number 2-2254
Transmitter Location: 10 miles east of Tulsa on U. S. Highway No. 66
Time on the Air: 5.55 a.m. to 11:30 p.m.; Saturday, 5:55 a.m. to 1 a.m.; Sunday, 7 a.m. to 11:30 p.m.
News Service .....INS
Transcription Service.....Standard Radio; Lang-Worth
Representative.....Edward Petry & Co.

Personnel

President .....P. Q. Proctor
Vice President-General Manager.....William B. Way
Commercial Manager.....Gustav Brandborg
Publicity-Sales Promotion Manager, Manton Marrs
Program-Production Director.....Allan Page
Chief Announcer .....Bud Jackson
Musical Director.....Joe O'Neill
Chief Engineer.....L. W. Stinson

OREGON

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

KWIL

ALBANY—EST. 1941

MUTUAL BROADCASTING SYSTEM
DON LEE BROADCASTING SYSTEM
PACIFIC BROADCASTING CO.

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Central Willamette Broadcasting Company
Business Address.....15th and Elm Streets
Phone Number 870
Transmitter Location.....15th and Elm Streets
Time on the Air.....Unlimited License
Newspaper Affiliation.....Albany Democrat Herald
News Service .....UP
Transcription Service .....Standard Radio
Representative .....John Keating

Personnel

President.....W. L. Jackson
Secretary-Treasurer.....R. R. Cronise
Station Manager .....Chet Wheeler
Commercial Manager.....Hal Byer
Publicity Director .....Herbert Davidson
Program Director .....Howard Parent
Production Manager .....Pat Hawes
Chief Announcer .....Ted Carlson, Jr.
Corvallis Studio Manager.....Bob Reinholdt
Musical Director.....Joyce Den Harder
Chief Engineer .....Herb Davidson

KAST

ASTORIA—EST. 1935

MUTUAL BROADCASTING SYSTEM
DON LEE BROADCASTING SYSTEM
PACIFIC BROADCASTING CO.

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.Astoria Broadcasting Co.
Address.....1006 Taylor Avenue
Phone Number 95
Transmitter Location.....1006 Taylor Avenue
Time on the Air.....7 a.m. to 12 midnight
Newspaper Affiliation.....Astorian-Budget
News Service .....UP
Transcription Service.....Standard Radio

Personnel

President.....M. R. Chessman
Station Manager .....L. E. Parsons
Commercial Manager.....R. D. Holmes
Program Director.....Mary Juhlin
Chief Engineer .....James M. Titus

KBKR

BAKER—EST. 1939

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By..Baker Broadcasting Co.
Address.....1st and Court Streets
Phone Number 140
Transmitter Location .....Baker
Time on the Air.....7 a.m. to 10 p.m.
News Service .....UP
Transcription Service.....NBC Thesaurus; C. P. MacGregor.
Representative.....Homer Owen Griffith, John Keating

Personnel

President-Station Manager ..Glenn McCormick
Commercial Manager .....L. Landrap
Program Director .....B. McCard
Director of War Programs.....Grace Baer
Chief Announcer .....Kenny Lockwood
Chief Engineer.....Sidney Williams

KBND

BEND—EST. 1938

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....The Bend Bulletin
Address.....1121 Wall St.
Phone Number.....848
Transmission Location.....1121 Wall St.
Time on the Air.....7 a.m. to 10 p.m.
Newspaper Affiliation.....Bend Bulletin
News Service .....UP
Transcription Services.....Standard Radio; Lang-Worth; Keystone Broadcasting System

Personnel

Station Manager.....Frank H. Loggan
Commercial Manager .....Kessler Cannon
Chief Technician .....Wallace Guthrie

•

KOAC

CORVALLIS—EST. 1925

Frequency: 550 Kc....Power: 5000 d.; 1000 n.
Owned by .....State of Oregon
Operated By..Oregon State System of Higher Education
Address .....Corvallis, Oregon
Phone Number 526
Studio Addresses.....Corvallis; Eugene
Transmitter Location.....Granger, Corvallis
Time on the Air.....10 a.m. to 10 p.m.
News Service .....UP
Transcription Service.....NBC Thesaurus

Personnel

Program Director .....Allen Miller
Publicity Director .....Ray Hamby
Director of Women's Programs .....Zelta Rodenwald
Musical Director .....Richard E. Fuson
Chief Engineer.....Grant S. Feikert

(Non-Commercial Station)

•

KODL

THE DALLES—EST. 1940

KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc...Power: 250 d.; 100 n.
Owned-Operated By.... Western Radio Corp.
Address .....Scenic Drive
Phone Number 2300
Transmitter Location .....The Dalles
Time on the Air: 8 a.m. to 10 p.m.; Sundays, 9 a.m. to 9 p.m.
Transcription Service.....C. P. MacGregor, Keystone
News Service .....UP
Representative .....John Keating

Personnel

President-Station Manager, V. Barney Kenworthy
Local Manager .....Glenn Howell

KORE

EUGENE—EST. 1927

MBS—DON LEE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned By ..Frank L. Hill and Violet G. Hill d/b Eugene Broadcast Station
Operated By.....Frank L. Hill
Address .....Route 3
Phone Number 3
Transmitter Location.....Route 3
Time on the Air: 6 a.m. to 11 p.m.; Sunday, 7:45 a.m. to 11 p.m.
News Service .....UP
Transcription Service.....C. P. MacGregor

Personnel

Partner .....Frank L. Hill
General Manager.....L. W. Trommlitz
Program Director .....Marjorie Jackson
Publicity-Production Director....Bruce Nidever
Chief Engineer.....Harold Gander

•

KUIN

GRANTS PASS—EST. 1939

MUTUAL BROADCASTING SYSTEM
DON LEE BROADCASTING SYSTEM
REDWOOD NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By..Southern Oregon Broadcasting Co.
Business Address.....P. O. Box 148
Phone Number 192
Studio Address..Redwood Highway & Pacific Highway
Transmitter Location....Redwood Highway & Pacific Highway
Time on the Air.....7 a.m. to 10 p.m.
Transcription Services...World Broadcasting System
Representative.....John Blair & Co.

Personnel

President.....A. E. Voorhies
Station Manager .....William B. Smullin
Commercial Manager .....Ralph Hanson
Program Director .....E. A. Malone
Sales Promotion Manager.....Lisa Hanson
Production Manager .....L. L. King
Chief Engineer.....Edward A. Malone

•

KLBM

LA GRANDE—EST. 1938

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned By .....Ben E. Stone
Operated By .....Walter H. Garuin, Resident Manager
Address .....La Grande

Phone Number..... 220
Transmitter Location ....One mile east of La Grande
Time on the Air:.....7 a.m. to 8:30 p.m.
News Service ..... UP
Transcription Service.....Standard Radio; Keystone; Lang-Worth

Personnel

Owner .....Ben E. Stone
General-Commercial Manager .....Walter H. Garvin
Chief Engineer .....Murray Durham

KFJI

KLAMATH FALLS—EST. 1928

Frequency: 1240 Kc.....Power: 100 Watts
Owned-Operated By.....KFJI Broadcasters, Inc.
Address .....Willard Hotel Bldg.
Phone Number 2125
Transmitter Location .....Klamath Falls
Time on the Air .....Unlimited license
Transcription Service..... World Broadcasting System, NBC Thesaurus
Representative .....W. S. Grant Co.

Personnel

President .....J. A. Kincaid
Station & Commercial Manager..Geo. Kincaid

KOOS

MARSHFIELD—EST. 1928

MBS-DON LEE BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By .....Koos, Inc.
Address.....505 Hall Building
Phone Number..... 432
Transmitter Location.....Hall Building
Time on the Air.....6:45 a.m. to 10:30 p.m.
News Service ..... UP
Representative .....John Keating

Personnel

President.....Sheldon F. Sackett
General Manager.....Ben E. Stone
Commercial Manager .....Hal Shade
Program Director .....Margaret Anderson
Publicity Director-Office Manager, Lucy Johnson
Chief Announcer .....Fred Shafer

KMED

MEDFORD—EST. 1926

BLUE NETWORK
NATIONAL BROADCASTING CO.

Frequency: 1440 Kc.....Power: 1000 Watts
Owned-Operated By.....Mrs. W. J. Virgin
Address .....Ross Lane
Phone Number 4000
Studio Address .....Ross Lane
Transmitter Location .....Ross Lane
Time on the Air.....7 a.m. to 10 p.m.
News Service .....UP
Transcription Service .....NBC Thesaurus

Personnel

Owner .....Mrs. W. J. Virgin
Station Manager .....Lee Bishop
Sales Promotion Manager.....Art Adler
Program Director .....Gladys LaMarr
Chief Engineer .....Dave Rees

KWRC

PENDLETON—EST. 1941

NORTHWEST NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Western Radio Corp.
Address .....Box 178
Phone Number..... 1425
Transmitter Location.....S. W. 6th St.
Time on the Air: 7:30 a.m. to 10:05 p.m.; Sundays, 9 a.m. to 8 p.m.
News Service ..... UP
Transcription Service .....Lang-Worh
Representative .....John Keating

Personnel

President-Station Manager, V. Barney Kenworthy
Commercial Manager.....Henry M. Hogue
Production Manager and Chief Engineer .....Paul E. Walden

KALE

PORTLAND—EST. 1932

MUTUAL BROADCASTING SYSTEM

Frequency: 1330 Kc.....Power: 5000 Watts
Owned-Operated By.....KALE, Inc.
Business Address.....P. O. Box 1031
Phone Number .....Atwater 7209
Studio Address.....New Heathman Hotel Building
Transmitter Location...Head of Barnes Road
Time on the Air.....6:45 a.m. to 12 midnight
News Service .....INS; UP
Transcription Service..World Program Library; Associated Music Publishers
Representative.....Free & Peters, Inc.

Personnel

President .....C. W. Myers
Commercial Manager.....Ted Kooreman
Director of Commercial Relations, Harry H. Buckendahl
Advertising Manager.....Charles Couche
Program Director.....H. M. Swartwood, Jr.
Production Manager.....Ted W. Cooke
Publicity Director.....Enoch Squires
Chief Announcer .....Bob Colvig
Musical Director.....Joseph Sampietro
Chief Engineer.....Louis Bookwalter

KBPS

PORTLAND—EST. 1923

Frequency: 1450 Kc.....Power: 100 Watts
Owned-Operated By.....School District No. 1
Business Address.....Benson Polytechnic School
Phone Number ..... La 4195
Transmitter Location.....Benson Polytechnic School
Time on the Air.....Shares time

Personnel

Agent.....R. T. Stephens

(Non-Commercial Station)

•

KEX

PORTLAND—EST. 1926

BLUE NETWORK

Frequency: 1190 Kc.....Power: 5,000 Watts
Owned-Operated By....The Oregonian Publishing Company
Business Address.....537 S. W. Sixth Avenue
Phone Number.....ATwater 2121
Studio Address.....801 Oregonian Bldg.
Transmitter Location...North Portland, Oregon
Time on th eAir .....6 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
Newspaper Affiliation.....The Oregonian
News Service.....AP; INS; UP
Transcription Service .....NBC Thesaurus; Langworth
Representative.....Paul H. Raymer Co.

Personnel

Managing Director .....Arden X. Pangborn
Assistant Manager.....H. Quenton Cox
Commercial Manager.....Norman J. Sugg
Traffic Manager .....Mildred Lester
Sales Promotion-Publicity Manager .....Jack Eichenberger
Program Director .....Homer Welch
News Editor.....Don Kneass
War Program Manager.....Day Foster
Chief Announcer .....Frank Coffin
Musical Director.....Abe Bercovitz
Chief Engineer.....Harold Singleton

•

KGW

PORTLAND—EST. 1922

NATIONAL BROADCASTING CO.
NORTHWEST TRIANGLE

Frequency: 620 Kc. Power: 5000 Watts
Owned-Operated By ....The Oregonian Publishing Company
Business Address.....537 S. W. Sixth Ave.
Phone Number .....ATwater 2121
Studio Address.....801 Oregonian Bldg.
Transmitter Location.....North Portland, Ore.
Time on the Air.....4 a.m. to 2 p.m.
Newspaper Affiliation.....The Oregonian
News Service.....AP; INS; UP
Transcription Service.....Langworth; NBC Thesaurus
Representative.....Edward Petry & Co., Inc.

Personnel

Managing Director.....Arden X. Pangborn
Assistant Manager .....H. Quenton Cox
Sales Manager.....Norman J. Sugg
Traffic Manager.....Mildred Lester
Sales Promotion-Publicity Manager .....Jack Eichenberger
Program Director.....Homer Welch
News Editor.....Don Kneass
War Program Manager.....Day Foster
Chief Announcer .....Frank Coffin
Musical Director..... .Abe Bercovitz
Chief Engineer.....Harold Singleton
Record MC .....Ed Richman

•

KOIN

PORTLAND—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 970 Kc.....Power: 5000 Watts
Owned-Operated By.....KOIN, Inc.
Business Address.....P. O. Box 1031
Phone Number .....Atwater 3333
Studio Address....New Heathman Hotel Bldg.
Transmitter Location....Head of Barnes Road
Time on the Air.....24 hours daily
News Services .....INS; UP
Transcription Services.World Program Library; Associated Music Service
Representative.....Free & Peters, Inc.

Personnel

President-Station Manager.....C. W. Myers
Manager .....Harry H. Buckendahl
Advertising-Sales Promotion Manager, Charles E. Couche
Program Director.....H. M. Swartwood, Jr.
Production Manager .....Ted W. Cooke
Chief Announcer.....Bob Colvig
Publicity Director.....Enoch Squires
Musical Director.....Joseph Sampietro
Technical Director.....Louis Bookwalter

•

KWJJ

PORTLAND—EST. 1927

Frequency: 1080 Kc.....Power: 1000 Watts
Owned-Operated By.....KWJJ Broadcast Co., Inc.
Address .....1011 and 1017 S. W. 6th Ave.
Phone Number.....Atwater 4393
Transmitter Location .....Oaks Park, Portland
Time on the Air.....6 a.m. to 1 a.m.

News Service .....UP, INS
Transcription Service..... Standard Radio
National Representative.....Burn-Smith Co.

Personnel

President .....Wilbur J. Jerman
Station-Commercial Manager....John C. Egan
Sales Promotion Manager....L. D. Henderson
Program-Production Manager.....Art Morey
Chief Announcer .....Les Marcus
Chief Engineer .....W. J. Jerman
Record MC .....Ted Hammond

•

K X L

PORTLAND—EST. 1926

Frequency: 750 Kc.....Power: 10000 Watts
Owned By.....KXL Broadcasters
Address .....Orpheum Building
Phone Number.....Broadway 6451
Transmitter Location...82nd St. & Sunnyside, Clackamas District
Time on the Air.....6 a.m. to local sunset
News Service ..... UP
Transcription Service: Lang-Worth; C. P. MacGregor; Standard Radio
Representative.....Joseph Hershey McGillvra

Personnel

President .....Frances R. Symons
Station and Commercial Manager .....H. S. Jacobson
Program-Production Director .....Frederick Eichhorn III
Chief Engineer .....L. K. Ballinger

•

K R N R

ROSEBURG—EST. 1935

MUTUAL—DON LEE

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By..News-Review Company
Business Address .....Roseburg
Phone Number 4
Transmitter Location.....Umpqua Hotel
Time on the Air: 6:45 a.m. to 10 p.m.; Sundays, 8 a.m. to 11 p.m.
Newspaper Affiliation..Roseburg News-Review
News Service .....AP
Transcription Service.....Standard Radio
Representative .....John Keating

Personnel

President.....Harris Ellsworth
General-Commercial Manager.....M. H. Pengra
Program-Publicity Director .....Iris Helliwell
War Program Director .....Gilbert Walters
Chief Announcer.....Gilbert Walters
Chief Engineer.....Henry Chandler, Jr.

K S L M

SALEM—EST. 1933

KEYSTONE BROADCASTING SYSTEM

Frequency: 1390 Kc.....Power: 1000 Watts
Owned By..... Oregon Radio, Inc.
Operated By.....H. B. Read
Business Address.....633 N. Front St.
Phone Number..... 6131
Transmitter Location.....633 N. Front St.
Time on the Air.....6:30 a.m. to 11:30 p.m.
News Service .....UP and AP
Transcription Service....Langworth; Keystone
Representative ..... John Keating

Personnel

President-General Manager .....H. B. Read
Commercial-Sales Promotion Manager .....Earle W. Headrick
Program Director-Chief Announcer .....Bill Talbot
Production Manager.....Otto Miller
Chief Engineer.....Clyde Carlton





PHILADELPHIA'S PRE-EMINENT RADIO STATION

PENNSYLVANIA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

W C B A - W S A N

ALLENTOWN—EST. 1923

Frequency: 1470 Kc.....Power: 500 Watts
Owned-Operated By.....Lehigh Valley Broadcasting Co.
Address .....39-41 N. Tenth St.
Phone Number 9511
Transmitter Location .....Route No. 1
Time on the Air.....7:30 a.m. to midnight
Newspaper Affiliation.....Allentown Call Publishing Co.
News Service.....AP, UP
Transcription Services.....World Broadcasting System
Representative .....Headley-Reed Co.

Personnel

President.....J. C. Shumberger, Sr.
Vice President-Managing Director.....B. Bryan Musselman
Program Director.....George Y. Snyder

•

W F B G

ALTOONA—EST. 1924

BLUE NETWORK
NATIONAL BROADCASTING CO.

Frequency: 1340 Kc.....Power: 250 Watts
Owned By .....The William F. Gable Co.
Operated By: The Gable Broadcasting Company (Lessee)
Address .....1320-32 11th Avenue
Phone Number..... 6467
Transmitter Location.....1320-32 11th Ave., Altoona, Pa.
Time on the Air.....7:30 a.m. to 11:30 p.m.
News Service .....AP
Transcription Service.....World Broadcasting System; Langworth
Representative .....Headley-Reed Co.

Personnel

President .....George P. Gable
Managing Director.....Roy Thompson
Chief Engineer.....George Burgoon

•

W I S R

BUTLER—EST. 1941

Frequency: 680 Kc.....Power: 250 Watts
Owned By.....Butler Broadcasting Co.
Operated By.....David H. Rosenblum
Address.....357 N. Main St.
Phone Number 4701
Transmitter Location.....357 No. Main St.
Time on the Air.....Sun-up to Sun-down
News Service .....UP
Transcription Service ....World Broadcasting Service

Personnel

President-Station Manager, David H. Rosenblum
Commercial-Sales Promotion Manager .....Leon Bernard
Program Director .....Ephe M. Parker
Publicity Director.....Gladys Borne
Chief Engineer .....Paul Rex

•

W C E D

DU BOIS—EST. 1940

COLUMBIA BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM
ATLANTIC NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Tri-County Broadcasting Co., Inc.
Address .....80 North Park Place
Phone Number 1700
Transmitter Location.....80 North Park Place
Time on the Air: 7 a.m. to 12:05 a.m.; Sundays, 8 a.m. to 12:05 a.m.
Newspaper Affiliation .....DuBois Courier Express
News Service ..... UP
Transcription Service.....Lang-Worth
Representative.....Spot Sales, Inc.

Personnel

President.....H. T. Grey
Station Manager .....J. S. Gray
Commercial-Promotion Manager .....Les Ryder
Production Manager.....Pres Roper
Director of War Programs-Artists Bureau .....Virginia Wade
Program Director and Chief Announcer .....Les Ryder
Chief Engineer .....Vernon Stahl

WEST

EASTON—EST. 1936

MUTUAL BROADCASTING SYSTEM
MASON-DIXON GROUP

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Associated Broadcasters, Inc.
Address .....516 Northampton St.
Phone Number 8001
Transmitter Location.....Williams Township
Time on the Air.....7 a.m. to 1 a.m.
News Service ..... UP
Transcription Service.....NBC Thesaurus, Standard Radio
Representative .....Radio Advertising Co.

Personnel

Station Executive.....Clair R. McCullough
Station and Commercial Manager .....Elwood C. Anderson
National Sales Manager.....J. Robert Gulick
Program Manager .....Eugene Bethman
Technical Director .....J. E. Mathiot

WLEU

ERIE—EST. 1935

NBC-MUTUAL
BLUE NETWORK
PENNSYLVANIA NETWORK
QUAKER NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....WLEU Broadcasting Corporation
Address.....Commerce Building, 12th and State Streets
Phone Numbers.....23-327 or 22-129
Transmitter Location.....Commerce Bldg.
Time on the Air.....7 a.m. to midnight
News Service .....Transradio
Transcription Service.....NBC Thesaurus

Personnel

President.....Leo J. Omellan
Vice-President and General Manager .....V. Hamilton Weir
Sales Promotion Manager.....C. Detzel
Musical Director.....Anthony Conti
Chief Engineer .....Clarence Baker



PENNSYLVANIA

WERC

ERIE

COLUMBIA BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By....Presque Isle Broadcasting Co.
Address .....121 West 10th St.
Phone Number 47-490
Transmitter Location..... 121 West 10th St.
Time on the Air: 6:52 a.m. to 12:15 a.m.; Sundays, 8 a.m. to 12:15 a.m.
News Service ..... UP
Transcription Service.....Associated Music; Lang-Worth
Representative.....Spot Sales, Inc.

Personnel

President.....Jacob A. Young
General Manager .....C. E. Denny
Commercial Manager .....Ed Pearson
Program Director.....J. J. Young
Chief Announcer .....Paul Bedford
Chief Engineer .....Thomas Phillips, Jr.

WHJB

GREENSBURG—EST. 1935

Frequency: 620 Kc.....Power: 250 Watts
Owned-Operated By.....Pittsburgh Radio Supply House
Address .....Penn Albert Hotel
Phone Number ..... Greensburg 3740
Transmitter Location .....Penn Albert Hotel
Time on the Air.....7 a.m. to sunset
News Service ..... Transradio
Transcription Service.....Lang-Worth

Personnel

President.....H. J. Brennen
Station Manager.....George J. Podeyn
Commercial Manager.....Robert Thompson
Program Director.....Howard Hoffman
Production Manager.....Howard Lewis
Farm Director .....Richard Lang

WSAJ

GROVE CITY—EST. 1922

Frequency: 1340 Kc.....Power: 100 Watts
Owned-Operated By.....Grove City College
Address .....Hall of Science
Phone Number 168-J
Transmitter Location.....Hall of Science
Time on the Air: 7:15 to 8:45 p.m. (Tuesdays & Thursdays); Sundays, 4:30 to 5:30 p.m.

Personnel

President.....W. C. Ketler
Station Manager-Chief Engineer ..... H. W. Harmon
Program Publicity Director.....R. G. Walters
Chief Announcer .....Ada Jean Myers
Musical Director .....Prof. Stanley Selple
(Non-Commercial Station)

WERC
Erie, Pa.
CBS
1490 Kc. 250 Watts
National Representative
SPOT SALES, INC.

A RECENT SURVEY GIVES
WERC
75%
of the night listeners
Source on Request

TOPS IN ERIE, PA. A TOP MARKET

WHP

HARRISBURG—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 1460 Kc...Power: 5000 d.; 1000 n.
Owned-Operated By.....WHP, Inc.
Address..Telegraph Building, 216 Locust St.
Phone Number 4-3211
Transmitter Location.....Harrisburg-Hershey Highway(4 miles from Harrisburg (Swatara Township)
Time on the Air.....19 hours daily; Sundays, 17 hours
News Service ..... UP
Transcription Service ..Standard Radio; Lang-Worth
Representative .....John Blair & Company

Personnel

Station and Commercial Manager .....A. K. Redmond
Program-Publicity Director.....Dick Redmond
Ass't Publicity Director .....John Price
Sales Promotion Manager...Beatrice Potteiger
Musical Director.....David Shoop
Chief Engineer.....R. S. Duncan

WKBO

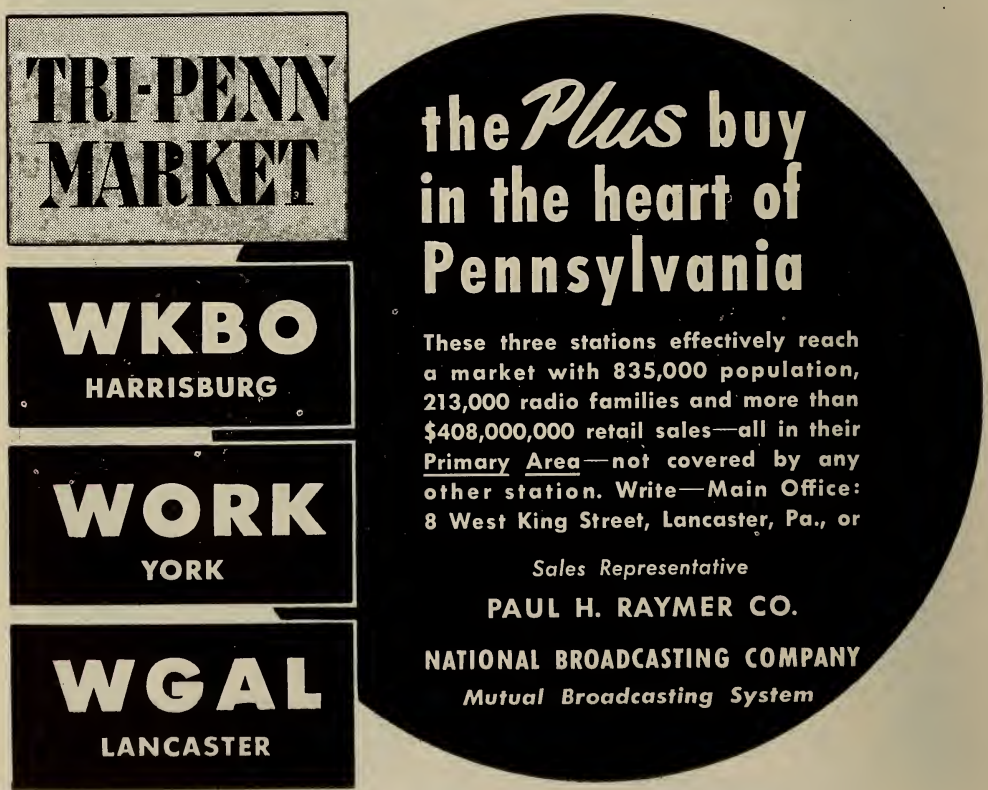
HARRISBURG—EST. 1921

MUTUAL BROADCASTING SYSTEM
NATIONAL BROADCASTING CO.
MASON-DIXON GROUP
TRI-PENN MARKET

Frequency: 1230 Kc.....Power :250 Watts
Owned-Operated By....Keystone Broadcasting Corp.
Address .....31 North Second St.
Phone Number..... 4-0191
Transmitter Location.....Penn Harris Hotel
Time on the Air.....7 a.m. to 1 a.m.
News Service ..... UP
Transcription Service .....World Broadcasting System
Representative .....Paul H. Raymer Co.

Personnel

Station Executive.....Clair McCullough
Station and Commercial Manager..C. G. Moss
National Sales Manager.....J. Robert Gulick
Program Director .....Lewis Munnell
Chief Engineer.....J. E. Mathiot



WAZL

HAZLETON—EST. 1932

MUTUAL BROADCASTING SYSTEM

MASON-DIXON GROUP

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Hazelton Broadcasting Service
Address .....Hazelton National Bank Bldg.
Phone Number 1488
Transmitter Location .....Hazelton National Bank Bldg.
Time on the Air.....7 a.m. to 1 a.m.
News Service ..... UP
Transcription Service.....NBC Thesaurus
Representative .....Radio Advertising Co.

Personnel

Station Executive.....Clair R. McCollough
Station-Commercial Manager.....V. C. Diehm
National Sales Manager.....J. Robert Gulick
Program Manager .....William Erdossy
Technical Director.....J. E. Mathiot

WGAL

LANCASTER—EST. 1922

MBS-NBC

MASON-DIXON GROUP

TRI-PENN MARKET

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By .....WGAL, Inc.
Business Address .....8 West King St.
Phone Number 5259
Transmitter Location.....8 West King St.
Time on the Air.....7 a.m. to 1 a.m.
News Service ..... UP
Transcription Service .....NBC Thesaurus
Representative .....Paul H. Raymer Co.

Personnel

Station Executive.....Clair R. McCullough
Station-Commercial Manager.....Walter Miller
National Sales Manager.....J. Robert Gulick
Program Manager.....Ernest Stanziola
Technical Director .....J. E. Mathiot

Sell Your Product in Pennsylvania's Booming Hard Coal Region

WAZL

HAZLETON

The only station with blanket coverage in an area which has an annual payroll of over $55,000,000-practically all spent right in the territory.



Mutual Broadcasting System

National Representative: RADIO ADVERTISING CO.

WJAC

JOHNSTOWN—EST. 1925

NATIONAL BROADCASTING CO.

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....WJAC, Incorporated
Address ..... Tribune Annex
Phone Number 24-361
Transmitter Location.....Tribune Building
Time on the Air.....7 a.m. to 12:05 a.m.; Sunday, 8:30 a.m. to 12:05 a.m.
Newspaper Affiliation.....Johnstown Tribune
News Service ..... UP
Transcription Service .....NBC Thesaurus; Lang-Worth, Standard
Representative .....Headley-Reed Company

Personnel

President-Station Manager.....J. C. Tully
Commercial-Promotion Manager...J. P. Foster
Chief Engineer.....Nevin Straub

•

WMRF

LEWISTOWN—EST. 1941

NATIONAL BROADCASTING CO.
BLUE NETWORK
KEYSTONE BROADCASTING SYSTEM
QUAKER NETWORK

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By..Lewistown Broadcasting Co.
Business Address .....Hotel Coleman
Phone Number 757
Studio Address .....Hotel Coleman
Transmitter Location.....Lewistown Heights
Time on the Air.....7:30 a.m. to 11:30 p.m.; Sunday, 10:30 a.m. to 11:30 p.m.
News Service ..... UP
Representative .....Burn-Smith Co.

Personnel

Vice-President .....J. S. Woods
Station Manager.....Thomas W. Metzger
Program Director.....Paul M. Breining
Production Manager.....Joseph W. Smiley
Publicity Director .....Rita McCoy
Chief Engineer.....Bernard H. Bopp

•

WKST

NEW CASTLE—EST. 1938

VICTORY NETWORK

Frequency: 1280 Kc.....Power: 1000 Watts
Owned-Operated By.....WKST, Inc.
Business Address .....Cathedral Bldg.
Phone Number 5050-5051
Studio Address..Cathedral Bldg., New Castle; Geneva College, Beaver Falls, Pa.
Transmitter Location.....Old Pittsburgh Road
Time on the Air.....6:30 a.m. to 12 midnight
News Service .....AP
Transcription Service .....NBC Thesaurus; Standard Radio
Representative.....Spot Sales, Inc.

Personnel

President.....S. W. Townsend
Station-Commercial Manager....A. W. Graham
Program Director .....Peggy Boughter
Publicity Director.....Ray Wallace
Chief Engineer.....Robert Emch
Record MC .....Al Frances

•

WKPA

NEW KENSINGTON—EST. 1940

Frequency: 1150 Kc.....Power: 250 Watts
Owned-Operated By..... Allegheny-Kiski Broadcasting Co.
Address .....810 Fifth Avenue
Phone Number .....New Kensington 3534
Transmitter Location..East Deer Township, Allegheny County, Pa.
Time on the Air.....7 a.m. to local sunset
News Service .....UP
Transcription Service ....Lang-Worth; C. P. MacGregor
Representative .....Cox & Tanz

Personnel

Station-Commercial Manager..Edward J. Kroen
Production Manager .....Thomas L. Aye, Jr.
Chief Announcer .....Jack Craddock

•

KYW

PHILADELPHIA—EST. 1921

NATIONAL BROADCASTING CO.

Frequency: 1060 Kc.....Power: 50000 Watts
Owned-Operated By.....Westinghouse Radio Stations, Inc.
Address.....1619 Walnut Street
Phone Number .....LOcust 3760
Transmitter Location.....Whitemarsh, Pa.
Time on the Air: 24 hours daily Mon., Tues., Thurs., Sat.; 6 a.m. to 1 a.m., Wed., Fri., Sun.
News Service .....UP; Reuters
Transcription Service ..... Standard Radio
Representative .....National Broadcasting Co.

Personnel

WESTINGHOUSE RADIO STATIONS INC.

Chairman .....A. W. Robertson
President.....George H. Bucher
Vice-President.....Walter Evans
General Manager .....Lee B. Wailes
Engineering Manager.....Dwight A. Meyer
Sales Manager.....B. A. McDonald
Advertising Manager.....W. B. McGill
Program Supervisor.....Gordon Hawkins

KYW PERSONNEL

Station Manager.....Leslie Joy
Program Manager .....James P. Begley
Sales Manager.....John S. deRussy
Sales Promotion Manager...Eleanore F. Ulmer

Publicity Director.....John J. Kelly
Production Manager .....Donn Bennett
Musical Director.....Clarence Fuhrman
Chief Engineer .....Ernest Gager

WCAU

PHILADELPHIA—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1210 Kc.....Power: 50000 Watts
Owned-Operated By.....WCAU Broadcasting Company
Address.....1622 Chestnut Street
Phone Number .....Locust 7700
Transmitter Location...Moorestown Township, New Jersey
Time on the Air.....5:25 a.m. to 1:05 a.m.; Sundays, 8 a.m. to 1:05 a.m.
News Service .....AP; Transradio
Transcription Service ....World Broadcasting
Representative .....Bertha Bannan (Boston); Virgil Reiter & Co. (Chicago); Paul H. Raymer Co (Pacific Coast), Harold Davis, New York

Personnel

President and Station Manager.....Dr. Leon Levy
Commercial Manager.....Alex Rosenman
Sales Promotion Mgr.....Emma Mae Roberts
Director of Programs.....Stan Lee Broza
Production Manager .....Horace Feyhl
Publicity Director .....George Lilley
Director of WCAU-FM.....Norris West
Musical Director .....Johnny Warrington
Chief Announcer .....Hugh Walton
Chief Engineer .....George Lewis

(See Page 564)

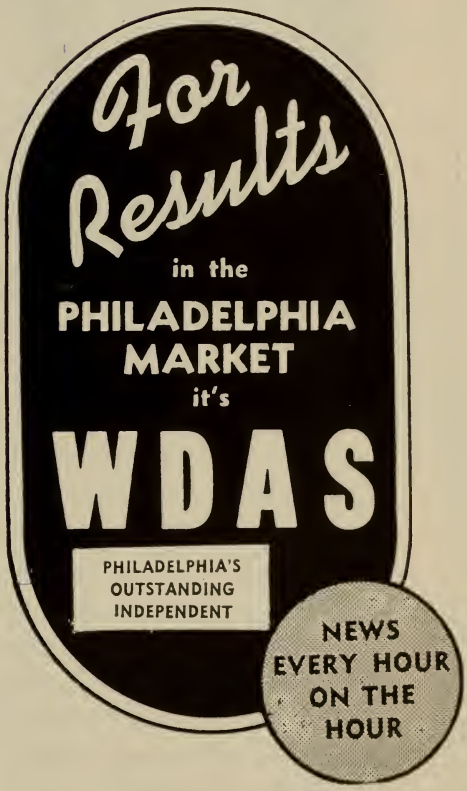
WDAS

PHILADELPHIA—EST. 1924

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....WDAS Broadcasting Station, Inc.
Address .....1211 Chestnut Street
Phone Numbers.....Locust 7400; Race 7474
Transmitter Location.....Woodside Park
Time on the Air.....7 a.m. to 12 midnight
News Service .....INS, AP
Transcription Service .....Lang-Worth

Personnel

President.....Alexander W. Dannenbaum
Vice-President-General Manager..P. J. Stanton
Secretary-Treasurer...A. W. Dannenbaum, Jr.
Commercial Manager.....Charles Stahl
Program Director .....Polly Whitaker
Production Manager.....Gene Edwards
Publicity Director-Chief Announcer .....Len Valenta
News Editor .....Jack Molley
Foreign Language Director....Nathan Fleisher
Musical Director.....Joseph Schribeman
Chief Engineer.....Frank Unterberger



We have no listeners in Calcutta



Many radio stations proudly display letters from listeners who live hundreds of miles from their transmitters. Many radio stations give you the double-talk about "coverage patterns" . . . "extended contours" ..."protected areas"..."secondary night time coverage". But, they neglect the one most important thing. You are buying a market because you want to make sales in that market — and not in Calcutta.

If you want to make sales increases throughout 1944 — habit, sentiment, politics, theory have no justified place in your advertising program. Use the station which is the most progressive in its market . . . use the station whose results are the least expensive . . . use the station which has the best position on the dial, 560 KC . . . use WFIL, the station which covers Philadelphia, Pennsylvania — not Calcutta!

Philadelphia's Most Progressive Radio Station

A BLUE NETWORK AFFILIATE

WFIL

REPRESENTED NATIONALLY BY THE KATZ AGENCY

WFIL

PHILADELPHIA—EST. 1934

BLUE NETWORK
QUAKER NETWORK

Frequency: 560 Kc.....Power: 1000 Watts
Owned-Operated By.....WFIL Broadcasting Company
Address .....Widener Building
Phone Number .....Rittenhouse 6900
Transmitter Location.....63rd St. & Passyunk
Time on the Air: 5:45 a.m. to 1 a.m; Sundays, 8 a.m. to 1 a.m.
News Service .....INS, AP
Transcription Service.....Associated Music
Representative .....The Katz Agency, Inc.

Personnel

President.....Samuel R. Rosenbaum
Executive V. P. and General Manager .....Roger W. Clipp
Ass't Station Manager.....Wm. B. Caskey
Sales Manager.....John E. Surrick
Promotion Manager .....T. I. Oberfelder
Program Director.....Edward C. Obrist
Production Manager.....Donald Martin
Public Relations Director.....Jack Steck
Musical Director.....Norman Black
Acting Chief Engineer.....Louis E. Littlejohn

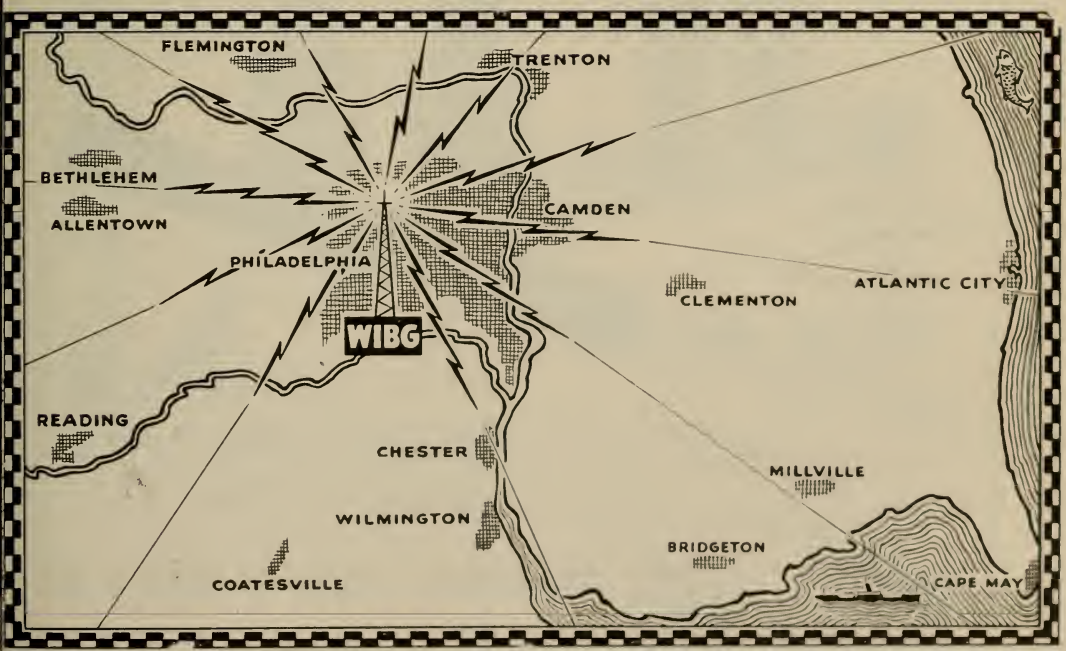
WIBG

PHILADELPHIA—EST. 1925

Frequency: 990 Kc.....Power: 10000 Watts
Owned-Operated By.....Seaboard Radio Broadcasting Corporation
Business Address.....1423-25 Walnut Street
Phone Number .....Rittenhouse 2300
Transmitter Location.....Conshohocken, Pa.
Time on the Air .....6 a.m. to midnight
News Service .....AP
Transcription Service.....NBC Thesaurus
National Representative .....Spot Sales

Personnel

President.....Paul F. Harron
General-Commercial Manager .....Edward D. Clery
Sales Promotion-Production Manager .....Rupe Werling
Program Director .....Douglas Arthur
Chief Announcer .....Roy Neal
Musical Director .....Eric Wilkinson
Chief Engineer .....John H. Henninger
Record MC .....Douglas Arthur



WIBG 10,000 WATTS PHILADELPHIA

SPOT SALES
NATIONAL
REPRESENTATIVE

OUR SUCCESS STORY

WIP

86.3% RENEWALS

PHILADELPHIA'S PIONEER VOICE



sponsors are convinced **WIP** creates **sales** in the Philadelphia market

5000 WATTS · 610 KC · 24 HOURS A DAY

MUTUAL
BROADCASTING
SYSTEM

WHAT

PHILADELPHIA—EST. 1925

Frequency: 1340 Kc.....Power: 100 Watts

Owned-Operated By.....Independence Broadcasting Company

Address....539 Ledger Bldg., 6th and Chestnut Streets

Phone Number .....Lombard 2390

Transmitter Location.....Hotel Philadelphian, 39th and Chestnut Sts.

Time on the Air.....42 hours weekly (shares with WTEL)

Newspaper Affiliation ...Philadelphia Record

News Service .....AP

Personnel

President.....J. David Stern

General-Commercial Manager .....Milton Laughlin

Program Director .....Joseph A. Grady

Publicity Director .....Joe Dillon

WIP

PHILADELPHIA—EST. 1922

MUTUAL BROADCASTING SYSTEM

Frequency: 610 Kc.....Power: 5000 Watts

Owned-Operated By.....Pennsylvania Broadcasting Company

Address ..... 35 South 9th Street

Phone Number.....WAlnut 6800

Transmitter Location.....Bellmawr, N. J.

Time on the Air.....24 hours daily

News Service .....AP; UP

Transcription Service .....World Broadcasting System

Representative .....Burn-Smith Co.

Personnel

President & Station Manager.....Benedict Gimbel, Jr.

V-P and Director of Sales..Edward A. Davies

Program Director .....Edward Wallis

Assistant Program Manager-Publicity .....Sam Serota

Production Manager.....Ronald Dawson

Musical Director.....Joe Frasetto

Technical Supervisor.....Clifford C. Harris



HELPS STATION SALES

PA, through its Station Relations Department, helps its affiliated stations SELL by acquainting national advertisers with the news and feature scripts on

The Special AP *Radio News Wire*

THE BIG 3

950 CLUB

VOGUES IN RHYTHM

NITE CLUB OF THE AIR

THE BIG THREE have proved their ability, just as have the ALLIED BIG THREE . . . Let them show you how on

WPEN

IN PHILADELPHIA

5000 WATTS

950 ON THE DIAL

WPEN

PHILADELPHIA—EST. 1929

Frequency: 950 Kc.....Power: 5000 Watts
Owned By.....William Penn Broadcasting Co.
Operated By.....Arde Bulova
Address.....501 Madison Ave., New York
Phone Number.....Plaza 3-1535
Studio Address.....1528 Walnut St.
Transmitter Location.Columbia Ave. & Race St.
Time on the Air.....6:45 a.m. to 12 midnight
News Service .....Transradio, AP
Transcription Service .....Lang-Worth

Personnel

Owner .....Arde Bulova
General Manager.....Arthur Simon
Commercial Manager .....Alfred Dienert
Publicity Director.....Gil Babbitt
Program Director..... Lewis L. London
Production Manager ....Robert H. Bloomfield
Publicity Director .....Rhoda L. Otis
Chief Announcer .....Don Frank
Musical Director .....Joseph Franzosa
Chief Engineer.....Charles Burtis
Record MC .....Peter Arnell

•

WTEL

PHILADELPHIA—EST. 1925

Frequency: 1340 Kc.....Power: 100 Watts
Owned-Operated By....Foulkrod Radio Eng.
Address .....4312-14 N. Broad St.
Phone Numbers: Gladstone 1310; Davenport 4310
Transmitter Location...."H" St. and Wyoming Ave.
Time on Air.....Shares with WHAT-WCAM
Representative .....Forjoe & Co.

Personnel

President-Program Director.....Doug. Hibbs
General Manager .....Henry N. Cocker

•

KDKA

PITTSBURGH—EST. 1920

NATIONAL BROADCASTING CO.

Frequency: 1020 Kc.....Power 50000 Watts
Owned-Operated By.....Westinghouse Radio Stations, Inc.
Business Address.....1619 Walnut St., Philadelphia, Pa.
Studio Address .....Grant Building
Phone Number .....Grant 4200
Transmitter Location...Allison Park, Hampton Township, Pa.
Time on the Air: 5:30 a.m. to 1 a.m.; Sundays, 8 a.m. to 1 a.m.
News Service .....AP; UP
Transcription Service.....Standard Radio
National Sales Office Address..1619 Walnut Street, Philadelphia, Pa.
Representative....National Broadcasting Co.

Personnel

President .....George H. Bucher
Station Manager .....Joseph E. Baudino
Commercial Manager.....Frank V. Webb
Sales Promotion.....John F. McMahon
Program Director .....Robert E. White
Director of War Programs .....Victoria Corey
Publicity Director .....Harry E. Barnett
Musical Directors .....Bernie Armstrong, Aneurin Bodycombe
Chief Engineer .....T. C. Kenney

•

KQV

PITTSBURGH—EST. 1919

THE BLUE NETWORK

Frequency: 1410 Kc.....Power: 1000 Watts
Owned-Operated By.....KQV Broadcasting Co.
Address.....Chamber of Commerce Bldg.
Phone Number .....Grant 4860
Transmitter Location.....1475 Crane Road
Time on the Air.....7 a.m. to 12:30 a.m.
News Service .....UP
Transcription Service..... Lang-Worth; Standard Radio
Representative.....Spot Sales

Personnel

President.....H. J. Brennen
Station Manager .....G. S. "Pete" Wasser
Commercial & Advertising Manager.....R. M. Thompson, Sr.
Program Director .....Alicia Fuller
Chief Engineer.....Walter W. McCoy

•

WCAE

PITTSBURGH—EST. 1922

MUTUAL BROADCASTING SYSTEM

Frequency: 1250 Kc.....Power: 5000 Watts
Owned-Operated By.....WCAE, Inc.
Address .....Wm. Penn Hotel
Phone Number .....Atlantic 6900
Transmitter Location.....Agnew Road, Baldwin Township, R. D. No. 6
Time on the Air.....6:30 a.m. to 2 a.m.
Newspaper Affiliation..... Pittsburgh-Sun Telegraph
News Service.....INS; AP
Transcription Service.....World Broadcasting System, Standard, Lang-Worth
Representative .....The Katz Agency, Inc.

Personnel

President-General Manager .....Leonard Kapner
Sales Manager.....Willard Schroeder
Promotion-Publicity .....Marion Annenberg

Chief Announcer.....Bob Donley
Program Manager.....R. Clifton Daniel
Production Manager.....Don Dixon
Musical Director ....."Babe" Rhodes
Chief Engineer.....James Schultz

WJAS

PITTSBURGH—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 1320 Kc.....Power: 5000 Watts
Owned-Operated By.....Pittsburgh Radio Supply House
Address .....411 Seventh Avenue, 1406 Chamber of Commerce Bldg.
Phone Number .....Grant 4860
Transmitter Location.....1459 Crane Road, Greentree, Pittsburgh
Time on the Air.....7:30 a.m. to 12:30 a.m.
News Service .....Transradio
Representative .....Wm. G. Rambeau Co.

Personnel

General Manager.....H. J. Brennen
Sales Promotion....."Pete" Wasser
Program and Production.....James M. Hughes
Publicity Director.....Marian Caughey
Chief Announcer .....Beckley Smith
Chief Engineer .....Walter W. McCoy

WWSW

PITTSBURGH—EST. 1931

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated My.....WWSW, Inc.
Address .....Hotel Keystone
Phone Number .....Grant 5200
Transmitter Location ....341 Rising Main St.,
Time on the Air.....24 hours daily
Newspaper Affiliation.....Pittsburgh Post Gazette
News Service ..... AP
Transcription Service..Standard Radio; Associated Music Publishers

Personnel

President-Station Manager, Frank R. Smith, Jr.
Commercial Manager .....Thomas B. Price
Publicity-Sales Promotion.....John Wilkoff
Program Director.....Walter E. Sickles
War Program Director.....Marjorie McCann
Production Manager.....John Davis
Artists' Bureau Head.....Marie Wilk
Chief Announcer..... David Tyson
Musical Director .....John Mitchell
Chief Engineer.....Ray Harlow

WEEU

READING—EST. 1931

NATIONAL BROADCASTING CO.
QUAKER NETWORK

Frequency: 850 Kc.....Power: 1000 Watts
Owned-Operated By.....Berks Broadcasting Co.
Business Address.....533 Penn St.
Phone Number 7335
Studio Address .....533 Penn St.
Transmitter Location.....Spring Township
Time on the Air.....Local sunrise to sunset
Transcription Service...Lang-Worth; Standard Radio
News Service .....UP
Representative .....George P. Hollingbery Co.

Personnel

General Manager .....Clifford M. Chafey
Program Director.....J. Calvin Jackson
Sales Manager.....Robert Magee
Musical Director.....E. Lester Hoffmaster
Chief Engineer.....H. O. Landis

WRAW

READING—EST. 1921

NATIONAL BROADCASTING CO.
QUAKER NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By ....Reading Broadcasting Co.
Business Address.....533 Penn St.
Phone Number 7336
Studio Address .....533 Penn St.
Transmitter Location .....Pomeroy Bldg.
Time on the Air.....7 a.m. to 12 midnight
News Service .....UP
Transcription Service .....NBC Thesaurus; Lang-Worth
Representative.....William G. Rambeau Co.

Personnel

President .....Clifford M. Chafey
Station Manager .....Raymond A. Gaul
Sales Manager.....Arthur W. Chafey
Program Director.....J. Calvin Jackson

WARM

SCRANTON—EST. 1940

MUTUAL BROADCASTING SYSTEM
BLUE NETWORK
PENNSYLVANIA NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By .....Union Broadcasting Co.
Address .....Select Bldg.
Phone Number 4-1148
Transmitter Location.....721 N. Blakely St., Dunmore, Pa.
Time on the Air.....7 a.m. to midnight
News Service ..... UP
Transcription Service.....NBC Thesaurus
Representative ...George P. Hollingbery Co.

Personnel

President & Station Mgr.....Martin F. Memolo

Program Director.....Kenneth Beghold
Chief Announcer .....John Von Bergen
Musical Director.....Frank Keller
Chief Engineer.....Adolph Oschmann

•

WGBI

SCRANTON—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 910 Kc...Power: 1000 d.; 500 n.
Owned-Operated By..... Scranton Broadcasters, Inc.
Business Address.....1000 Wyoming Ave.
Phone Number 6296
Studio Address.....1000Wyoming Ave.
Transmitter Location.....Drinker Turnpike, Dunmore, Pa.
Time on the Air: 6:45 a.m. to 1:05 a.m.; Sundays, 7:45 a.m. to 1:05 a.m.
News Service .....AP
Transcription Service.....World Broadcasting System
Representative.....John Blair & Co.

Personnel

President..... Frank Megargee
Station Manager.....Robert E. McDowell
Commercial & Sales Manager.....Geo. D. Coleman
Program Director.....Frank Monaghan
Production Manager .....Dave Griffiths
Publicity Director .....George Campbell
Chief Announcer.....Bill Pierce
Chief Engineer.....Kenneth R. Cooke

•

WQAN

SCRANTON

Frequency: 910 Kc...Power: 1000 d.; 500 n.
Owned-Operated By....The Scranton Times
Address ..... Scranton
Transmitter Location ..... Scranton
Time on the Air.....Shares time with WGBI
Newspaper Affiliation ...The Scranton Times

Personnel

President .....Edward J. Lynett
Director .....A. J. O'Malley
(Non-Commercial Station)

•

WPIC

SHARON—EST. 1938

Frequency: 790 Kc.....Power: 1000 Watts
Owned-Operated By.....Sharon Herald Broadcasting Company
Business Address.....P. O. Box 541
Phone Numbers..... 4113, 4114
Studio Address.....Pine Hollow Blvd.
Transmitter Location.....Pine Hollow Blvd.
Time on the Air.....6 a.m. to local sunset
Newspaper Affiliation.....Sharon Herald
News Service..... UP
Transcription Service.....Associated Music Publishers
Representative.....Howard H. Wilson Company

Personnel

President & General Manager.....John Fahnline, Jr.
Commercial Manager....J. T. Van Sweringen
Program Director.....Paul Gamble
Publicity Director.....Evelyn Keller
Chief Engineer.....A. C. Heck

•

WKOK

SUNBURY—EST. 1933

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Sunbury Broadcasting Corp.
Address .....1150 N. Front St.
Phone Number 1325
Transmitter Location.....1150 N. Front St.
Time on the Air.....7:30 a.m. to 9 p.m.
News Service ..... UP
Transcription Service .....Lang-Worth, World
Representative ..... Cox & Tanz

Personnel

Secretary-Treasurer.....B. A. Beck
Station Manager.....Melvin Lahr
Program Director .....Ken Hafer
Sales Manager.....Homer Smith
Chief Announcer .....Earnie Lukens
Chief Engineer .....John Keller

•

WMBS

UNIONTOWN—EST. 1937

COLUMBIA BROADCASTING SYSTEM
ATLANTIC SPORTS NETWORK

Frequency: 590 Kc.....Power: 1000 Watts
Owned-Operated By .....Fayette Broadcasting Corp.
Address .....Fayette Title and Trust Bldg.
Phone Number..... 800
Transmitter Location .....Burgess Field
Time on the Air.....7 a.m. to 1:05 a.m.
News Service .....UP
Transcription Service .....NBC Thesaurus
National Representative.....Radio Advertising Co.

Personnel

President and Station Manager.....Joseph C. Burwell
Commercial Manager.....Harry Burwell
Promotion-Publicity Director.....Jean Snyder
Program-Production Director....Sullivan Sages
Chief Announcer .....Kenneth Wilson
Musical Director .....Sullivan Sages
Chief Engineer .....William Henzly
Record MC .....Willard Glover

WJPA

WASHINGTON—EST. 1942

VICTORY NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Washington Broadcasting Company
Address .....George Washington Hotel
Phone Number 4870
Transmitter Location.North Strabane Township
Time on the Air: 7 a.m. to 12:30 a.m.; Sundays, 9 a.m. to 12:30 a.m.
News Service ..... UP
Transcription Service.....Lang-Worth, Victory
National Representative.....Spot Sales, Inc.

Personnel

President .....John Laux
Station-Commercial Manager....John M. Croft
Program Director and Chief Announcer .....Hunter Reams
Chief Engineer .....Joseph M. Troesch

•

WBAX

WILKES-BARRE—EST. 1922

MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 100 Watts
Owned-Operated By.....John H. Stenger, Jr.
Address .....141 South Main St.
Phone Number..... 3-0196
Transmitter Location.....Plains Township, Pa.
Time on the Air .....Unlimited License
News Service ..... UP
Transcription Service .....Associated

Personnel

President-Station Manager...John Stenger, Jr.
General Manager .....A. W. Grebe
Program Director .....Dick Mawson
Production Manager .....Ed Thomas
Chief Announcer.....Richard Owens
Musical Director.....Phil Cusick
Chief Engineer .....John Stenger, Jr.

•

WBRE

WILKES-BARRE—EST. 1923

NATIONAL BROADCASTING CO.
PENNSYLVANIA NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Louis G. Baltimore
Address .....62 So. Franklin Street
Phone Number..... 33101
Transmitter Location..Third Avenue, Kingston, Pa.
Time on the Air.....7 a.m. to 1 a.m.
News Service ..... AP
Transcription Service .....Standard Radio

Personnel

President.....Louis G. Baltimore
Station-Commercial Mgr.....A. C. Baltimore
Program Director-Chief Announcer .....Tiny Hamrick
Production Manager.....Jimmy McCarthy
Publicity Director .....E. A. Hamrick
Musical Director.....L. Savitt
Artists Bureau .....H. P. Butler
Chief Engineer.....Charles Sakoski

•

WRAK

WILLIAMSPORT—EST. 1929

NBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....WRAK, Inc.
Address .....244 West Fourth Street
Phone Number 2-6116
Transmitter Location..1561 West Fourth Street
Time on the Air.....7:30 a.m. to 11:30 p.m.
Newspaper Affiliation.....Williamsport Sun; Williamsport Gazette & Bulletin
News Service ..... UP
Transcription Service.....Standard Radio
Representative.....J. P. McKinney & Son

Personnel

President.....E. M. Case
Station Manager.....George E. Joy
Commercial Manager.....J. Wright Mackey
Office Manager.....Helen McKenna
Program Director.....Sarah Jane Person
Production Manager.....Irving A. Berndt, Jr.
Chief Announcer .....Leon Kelly
Chief Engineer .....Louis Persio
Studio Hostess .....Elaine Stern

WRAK

Serving Williamsport, Pa.

NIGHT & DAY

STATION	MORN.	AFT'NOON	EVE.
WRAK	82.3	83.9	62.2
A	1.2	2.2	8.9
B	3.2	3.9	6.1
C	8.8	5.4	13.5
D	1.5	1.8	5.9
OTHERS	3.0	2.8	3.4

C. E. Hooper Fall Index 1943

—NBC—

J. P. McKINNEY & SON

Representatives

WORK

YORK—EST. 1932

MBS-NBC

MASON-DIXON GROUP

TRI-PENN MARKET

Frequency: 1350 Kc.....Power: 1000 Watts
Owned-Operated By....York Broadcasting Co.
Business Address.....13 S. Beaver St.
Phone Number..... 6629
Transmitter Location..West Manchester Township, Pa.
Time on the Air.....7 a.m. to 1 a.m.
News Service .... UP
Transcription Service.....Standard Radio, Lang-Worth
Representative.....Paul H. Raymer Co.

Personnel

Station Manager .....Clair R. McCollough
Station Director and National Sales Manager.....J. Robert Gulick
Station-Commercial Manager....Harold Miller
Program Director .....Arthur Weeks
Chief Engineer.....J. E. Mathiot

WSBA

YORK—EST. 1942

BLUE NETWORK

Frequency: 900 Kc.....Power: 1000 Watts
Owned-Operated By....Susquehanna Broadcasting Co.
Address ..... York
Phone Number 2676
Transmitter Location.....York
Time on the Air.....Daytime License
News Service .....AP
Transcription Service.....Associated Music Publishers; World Broadcasting System
Representative .....Spot Sales, Inc.

Personnel

Executive Director .....Louis Vyner
Commercial Manager .....Sydney Robbins
Program Director-Chief Announcer .....Otis Morse, 4th
Production Manager .....Roy Baxter
Publicity Director .....Sam Leavitt
Musical Director .....Harold Shutz
Chief Engineer .....Willis Weaver

TRI-PENN MARKET

WKBO HARRISBURG

WORK YORK

WGAL LANCASTER

the *Plus* buy in the heart of Pennsylvania

These three stations effectively reach a market with 835,000 population, 213,000 radio families and more than $408,000,000 retail sales—all in their Primary Area—not covered by any other station. Write—Main Office: 8 West King Street, Lancaster, Pa., or

Sales Representative

PAUL H. RAYMER CO.

NATIONAL BROADCASTING COMPANY

Mutual Broadcasting System

FOR . . .

The most direct

The most economical

The most effective

COVERAGE

PROVIDENCE PAWTUCKET MARKET



1420 KC
1000 WATTS

★

BASIC BLUE NETWORK

★

AP NEWS

★

STANDARD LIBRARY
MERCHANDISING
PROMOTION

★

DEALER PREFERENCE

★

LISTENER PREFERENCE and LOYALTY

★

PAWTUCKET BROADCASTING CO.

450 MAIN STREET • PAWTUCKET, RHODE ISLAND

National Representative ⋆ **WILLIAM RAMBEAU COMPANY**

NEW YORK • CHICAGO • LOS ANGELES

RHODE ISLAND

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

WFCI

PAWTUCKET—EST. 1941

BLUE NETWORK
ATLANTIC COAST NETWORK

Frequency: 1420 Kc. ....Power: 1000 Watts
Owned-Operated By....Pawtucket Broadcasting Co.
Business Address.....450 Main Street
Phone Number..... Perry 9540
Transmitter Location..John St., Lonsdale, R. I.
Time on the Air: 6 a.m. to 1 a.m.; Saturdays, 6 a.m. to 2 a.m.; Sundays, 7 a.m. to 1 a.m.
News Service .....AP
Transcription Service .....Standard Radio
Representative.....William G. Rambeau Co.

Personnel

President-Station Manager, Howard W. Thornley
Treasurer.....Frank F. Crook
Commercial Manager.....T. F. Allen
Program Director.....George Sutherland
Promotion-Publicity Director.....T. F. Allen
Production Manager.....Robert T. Engels
Musical Director .....Arthur Paquette
Chief Engineer .....Gilbert Johnson

•

WEAN

PROVIDENCE—EST. 1922

MUTUAL BROADCASTING SYSTEM
YANKEE NETWORK

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Operated By.....The Yankee Network, Inc.
Address ..... Crown Hotel
Phone Number ..... DExter 1500
Transmitter Location....East Providence, R. I.
Time on the Air.....Unlimited License
News Service .....AP
Transcription Service .....Associated Music Publishers, Standard
Representative.....Edward Petry Co., Inc.

Personnel

Chairman of the Board-General Manager, John Shepard 3rd
Station & Commercial Manager..Joseph Lopez
Promotion-Publicity Director..James S. Powers
Program Director.....Rose M. Powers
Production Manager.....Don Morton
Chief Engineer.....Harry Tilley

•

WJAR

PROVIDENCE—EST. 1922

NATIONAL BROADCASTING CO.
NEW ENGLAND REGIONAL NETWORK

Frequency: 920 Kc.....Power: 5000 Watts
Owned-Operated By.....The Outlet Company
Business Address.....176 Weybosset Street
Phone Number..... Gaspee 1071
Transmitter Location.....Wamponoag Trail, East Providence, R. I.
Time on the Air.....Unlimited License
Transcription Service.....World Broadcasting System
Representative .....Weed & Company

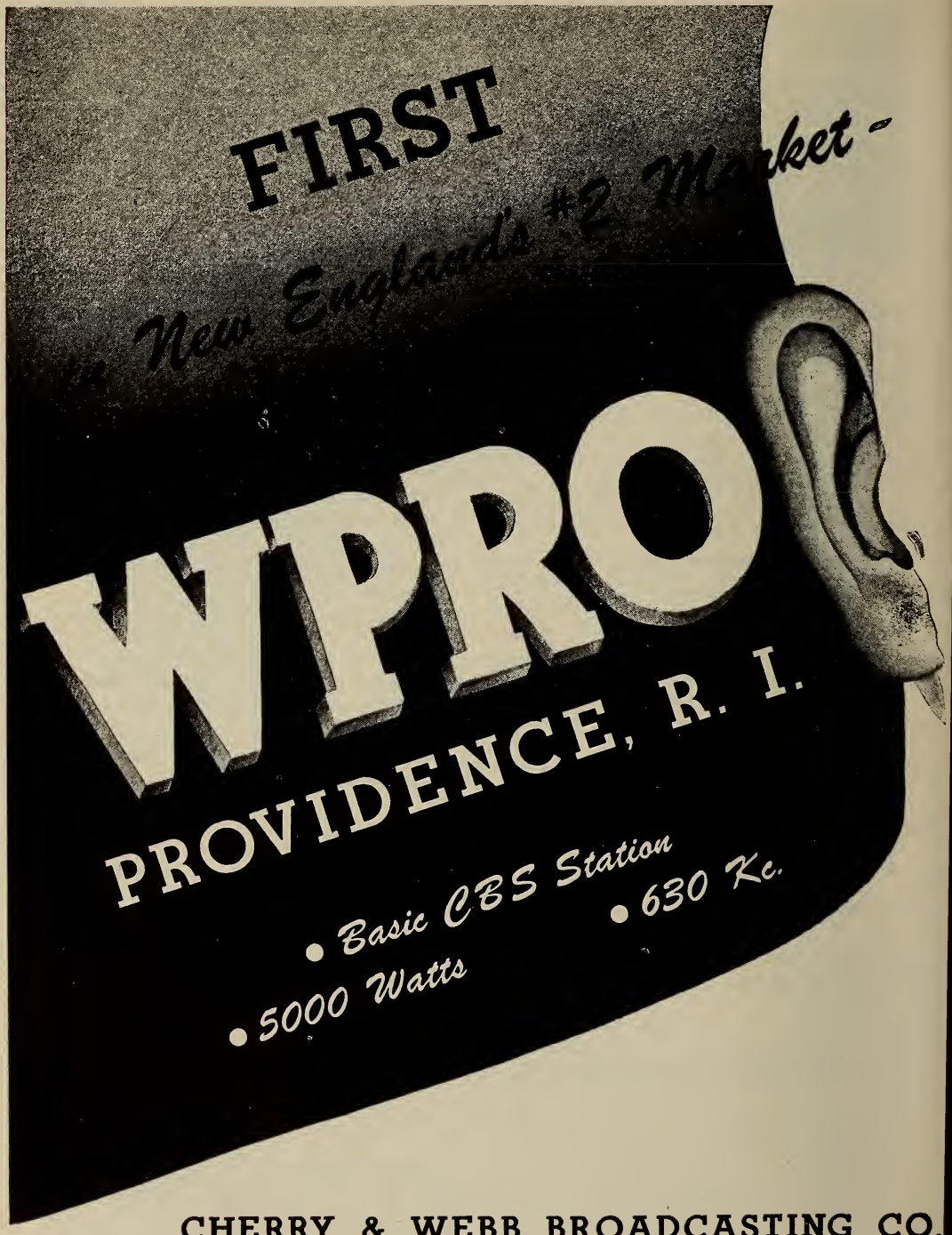
Personnel

President.....Mortimer L. Burbank
Station-Commercial Manager.....John J. Boyle
Musical Director.....Earl Shean
Chief Engineer.....Thomas Prior

ANOTHER FIRST

for PA

PA originated hourly spot news summaries on the special AP radio news wire.



CHERRY & WEBB BROADCASTING CO.

National Representative

PAUL H. RAYMER COMPANY

NEW YORK CHICAGO DETROIT SAN FRANCISCO

WPRO

PROVIDENCE

COLUMBIA BROADCASTING SYSTEM

Frequency: 630 Kc.....Power: 5000 Watts
Owned-Operated By.....Cherry & Webb Broadcasting Company
Address .....15 Chestnut Street
Phone Number..... Plantations 9776
Transmitter Location....East Providence, R. I.
Time on the Air: 6 a.m. to 1:05 a.m.; Sundays, 8 a.m. to 12:05 a.m.
News Service .....AP; UP
Transcription Service.....NBC Thesaurus, Lang-Worth
Representative.....Paul H. Raymer Company

Personnel

President.....William S. Cherry, Jr.
Commercial Manager.....Eric Williams
Publicity Director.....Albert C. Rider
Production Manager.....Edward R. Pearson
Educational Director.....Mollie B. Cherry
Musical Director.....Edwin F. Drew
Chief Engineer.....Howard W. Thornley

SOUTH CAROLINA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

WAIM

ANDERSON—EST. 1935

COLUMBIA BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Wilton E. Hall
Address .....Anderson College
Studio Address.....Anderson College, S. C., Clemson College, S. C.
Phone Number 800
Transmitter Location .....Anderson College
Time on the Air.....6 a.m.-12:05 a.m.
Newspaper Affiliation.Anderson Independent; Daily Mail
News Service .....INS
Transcription Service: C. P. MacGregor; World Broadcasting System

Personnel

Owner .....Wilton E. Hall
Commercial Manager.....G. Paul Browne
Program Director.....Randy Davison
Production Director.....R. E. Liverance
Artists Bureau.....Carroll Lee
Chief Engineer.....Harold C. Spengler

•

WCSC

CHARLESTON—EST. 1930

COLUMBIA BROADCASTING SYSTEM

Frequency: 1390 Kc...Power: 1000 d.; 500 n.
Owned-Operated By.....South Carolina Broadcasting Company
Address .....Francis Marion Hotel
Phone Numbers.....7611; 7612
Transmitter Location.....Windemere, S. C.
Time on the Air: 6 a.m. to 12:05 a.m.; Sundays, 8 a.m. to 12:05 a.m.
News Service ..... UP
Transcription Service .....World
Representative.....Free & Peters

Personnel

President-Station Manager.....J. M. Rivers
Commercial Manager.....Roland Weeks
Program Director.....Russ Long
Traffic Manager.....Gladys S. Monogue
Production Manager.....T. Heyward Moore
Chief Announcer.....Chuck Simpson
Publicity.....Ann T. Finnell
Musical Director.....Betty Sturcken
Chief Engineer.....Wilbur Albee

(See Page 586)

•

WTMA

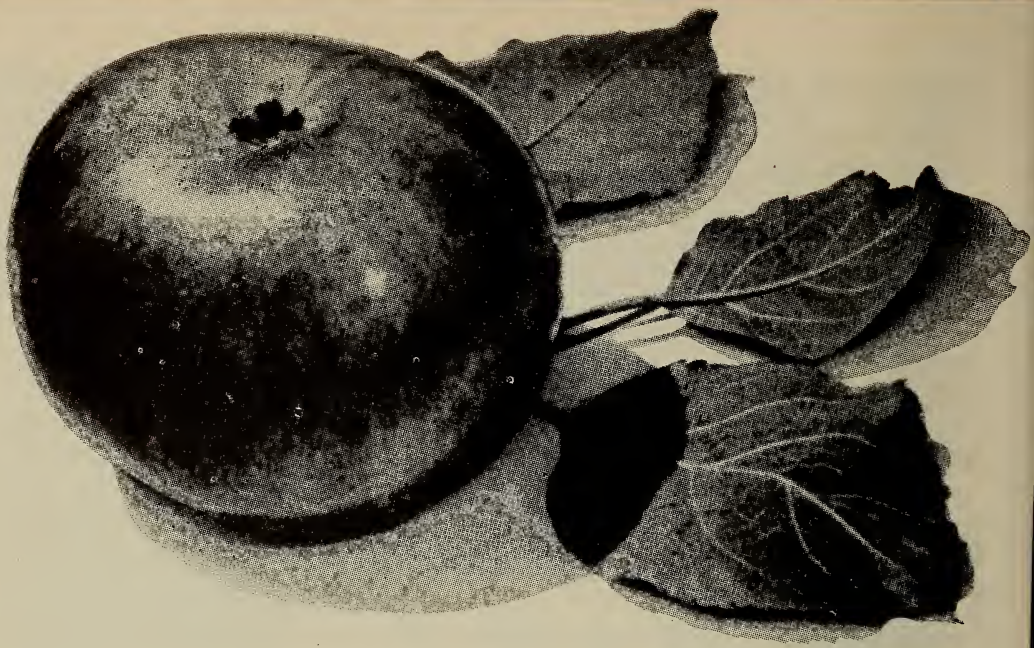
CHARLESTON—EST. 1939

NATIONAL BROADCASTING CO.

Frequency: 1250 Kc.....Power: 1000 Watts
Owned-Operated By.....Atlantic Coast Broadcasting Company
Business Address.....135 Church St.
Phone Number 2-2961; 2-2962
Studio Address .....135 Church St.
Transmitter Location.....Albemarle, S. C.
Time on the Air: 6 a.m. to midnight; Sundays, 8 a.m. to midnight
Newspaper Affiliation.....News & Courier; Charleston Evening Post
News Service .....AP
Transcription Service.....Standard Radio
Representative .....George P. Hollingbery Co.

Personnel

President.....R. M. Manigault
Station Manager .....R. E. Bradham
Commercial Manager.....W. P. Speight
Program Director.....A. F. Witte
Chief Engineer.....D. M. Bradham



We've almost put the doctors out of business...

Apples tell the WCSC story.

Three years ago the Gulf Fruit Company, Charleston distributors for Moore & Dorsey Virginia Brand Apples, bought a daily fifteen-minute musical show on WCSC to try something new: sell apples by brand name . . . make people ask specifically for Moore & Dorsey Apples.

A letter from the Gulf Fruit Company's president, S. A. Trakas, says: "The results in three years are *far beyond anything that I could have hoped for*. During the first apple season our sales increased approximately 160%. The next year sales increased 51%. And in this third apple season now ending, sales are, *believe it or not*, 100% greater than last season.

"One of the best tributes to WCSC is our experience with Colonial Stores, A.&P., and other retailers who would not stock Moore & Dorsey Apples. After two years of radio promotion, consumer demand was so great that these firms asked that we keep them stocked with Moore & Dorseys. Incidentally, our only promotion other than radio was occasional point-of-purchase display.

"Our brand of apples now *outsells all other brands together* in the Charleston area. I thought you would be interested in hearing about our success."*

In the booming Charleston market where retail sales are up 31% over last year's all time record; where bus traffic has increased 622% since 1938, it's our ability to produce results like these —that has upped our *own* business 125% in the last four years. Ask the Free & Peters Colonel



The CBS Station for the Coastal Carolinas

***P. S. After this advertisement was electrotyped, we at WCSC received a renewal for the *fourth* year.**

WCOS

COLUMBIA—EST. 1939

BLUE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By...Carolina Broadcasting Corp.
Address .....1202 Main St.
Phone Number..... 25601
Transmitter Location.....200 Senate St.
Time on Air.....6:30 a.m. to midnight
News Service .....AP
Transcription Service.....Standard Radio
Representative.....Spot Sales, Inc.

Personnel

President .....H. F. Kinscey
General Manager.....W. C. Bochman
Sales Promotion Manager.....Donald Clark
Program Director.....Moody McElveen
Record M.C. & Production.....Dave Campbell
Publicity .....Dorothy Sligh
Chief Announcer .....Moody McElveen
Chief Engineer .....Harry Clippard

•

WIS

COLUMBIA—EST. 1930

NATIONAL BROADCASTING COMPANY

Frequency: 560 Kc.....Power: 5000 Watts
Owned By.....The Surety Life Insurance Company
Operated By.....Radio Station WIS
Address.....1811 Main Street
Phone Number.....2-2135; 2-2136
Transmitter Location.....Bluff Road
Time on the Air.....6 a.m. to 12:05 a.m.
News Service ..... UP
Transcription Service .....Lang-Worth
Representative .....Free & Peters, Inc.

Personnel

President.....Herman N. Hipp
Station Manager.....G. Richard Shafto
Commercial Manager.....J. D. Saumenig
Program Director.....Ray A. Furr
Production Manager-Chief Announcer .....Jack Peterson
Publicity Director.....Cosette Merrill
Musical Director.....Mary Elizabeth Shealy
Chief Engineer.....Scott Helt

•

WOLS

FLORENCE—EST. 1937

BLUE NETWORK
KEYSTONE BROADCASTING SYSTEM
PALMETTO STATE NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Florence Broadcasting Co., Inc.
Address.....129 South Dargan
Phone Number 48
Transmitter Location.....Charleston Highway
Time on the Air: 7 a.m. to 11 p.m.; Sundays, 8:30 a.m. to 10 p.m.
News Service ..... UP
Transcription Service.....Keystone Broadcasting System
Representative .....Cox & Tanz

Personnel

Owner .....M. F. Schnibben
Station-Commercial Manager.....H. Russ Holt
Program Director-Chief Announcer, Raymond Caddell
Publicity Director.....Carol Schnibben
Musical-War Program Director.Claude Putnam
Chief Engineer .....Herman Hanks

•

WFBC

GREENVILLE—EST. 1933

NATIONAL BROADCASTING CO.
BLUE RIDGE NETWORK

Frequency: 1330 Kc.....Power: 5000 Watts
Owned-Operated By.....Greenville News Piedmont Co.
Address ..... Poinsett Hotel
Phone Number 362; 363
Transmitter Location .....Gannt, S. C.
Time on the Air.....6 a.m. to 12 midnight
Newspaper Affiliation.....Greenville News; Greenville Piedmont
News Service .....UP
Transcription Service.....NBC Thesaurus
Representative: Weed & Co.; B. Frank Cook (Atlanta, Ga.)

Personnel

President ..... Roger C. Peace
Station Manager .....B. T. Whitmire
Commercial Manager.....Robert Glass
Program-Production Director....Alice Wyman
Publicity Director.....Dr. Nicholas P. Mitchell
Chief Announcer.....Charlie Davis
Musical Director.....Marcia Wyche
Chief Engineer.....W. C. Etheredge

•

WMRC

GREENVILLE—EST. 1940

MUTUAL BROADCASTING SYSTEM
BLUE NETWORK

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Textile Broadcasting Company, Inc.
Business Address.....Prevost Bldg.
Phone Number 5730
Studio Address.....Prevost Building

Transmitter Location.....400 Mayberry Street
Time on the Air: 6 a.m. to 12 midnight; Sundays, 7:30 a.m. to 12 midnight
News Service .....AP
Transcription Service .....Wor'd
National Representative..Burns Smith Co., Inc.

Personnel

President.....Robert A. Jolley
Station Manager.....W. Ennis Bray
Commercial Manager.....C. B. Denison
Program-Musical Director.....Jimmy Simpson
War Program Direcor.....Moddell Howell
Production Manager.....Joe Groger
Publicity Director.....Pearle Eargle
Chief Announcer.....Sid Tear
Chief Engineer.....George D. Tate

•

WCRS

GREENWOOD—EST. 1941

NATIONAL BROADCASTING CO.
KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Grenco, Inc.
Address ..... Greenwood
Phone Number 4300
Transmitter Location..... Greenwood
Time on the Air.....Unlimited license
News Service ..... AP
Transcription Service.....World, Keystone

Personnel

President ..... Douglas Featherstone
Station Manager .....Dan Crosland
Program Director .....Newton S. Smyth
Women's Editor .....Margaret Bailey
Chief Engineer.....E. C. Niemann

•

WORD

SPARTANBURG—EST. 1940

BLUE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Spartanburg Advertising Company
Address.....224 E. Main St.
Phone Number 2900
Transmitter Location.....2½ miles Northeast of Spartanburg
Time on the Air.....6 a.m. to 1 a.m.
News Service .....AP
Transcription Service.....NBC Thesaurus
Representative.....Geo. P. Hollingbery Co.

Personnel

Vice-President and General Manager, Walter J. Brown
Station Manager.....Roger A. Shaffer
Musical Director.....Lea Perrin
Chief Engineer.....Murray Coleman

•

WSPA

SPARTANBURG—EST. 1929

COLUMBIA BROADCASTING SYSTEM

Frequency: 950 Kc...Power: 5000 d.; 1000 n.
Owned-Operated By.....Spartanburg Advertising Company
Address.....224 E. Main St.
Phone Number 2900
Transmitter Location.....3½ miles Northwest of Spartanburg
Time on the Air.....6 a.m. to 12:05 a.m.
News Service ..... UP
Transcription Service .....Associated Music Publishers
Representative.....George P. Hollingbery Co.

Personnel

President.....A. B. Taylor
Vice President-General Manager, Walter J. Brown
Assistant General Manager, John W. Kirkpatrick
Director of Public Relations..Roger A. Shaffer
Program-Publicity Director..Sterling W. Wright
Assistant Program Director....Harold B. Shaw
Musical Director .....Corinne Kearse
Chief Engineer .....Harold Beckholt

•

WFIG

SUMTER—EST. 1940

BLUE NETWORK
PALMETTO STATE NETWORK
KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By..Radio Station WFIG, Inc.
Address .....39 North Main Street
Phone Number (Studio).....1340
Transmitter Location.....Highway No. 76
Time on the Air.....15 Hours Daily
News Service .....UP
Transcription Service.....Keystone Broadcasting System
National Representative.....Cox & Tanz

Personnel

President-Station Manager.....Julius S. Brody
V.-P.-Sec'y.....T. Doug Youngblood
Commercial Mgr.....M. Watson
Publicity Director.....Dorothy Boney
Chief Engineer.....Edwin W. Roman

SOUTH DAKOTA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

KABR

ABERDEEN—EST. 1935

MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1420 Kc.....Power: 5000 Watts
Owned-Operated By.....Aberdeen Broadcast Company
Address .....117½ South Main Street
Phone Number..... 4626
Transmitter Location.....Wylie Park
Time on the Air.....7 a.m. to 12 midnight
News Service .....AP
Representative .....The Walker Company

Personnel

President .....H. C. Jewett, Jr.
Vice-President.....C. H. Anderson
Vice-President.....Olwin Ackley
Treasurer.....J. H. McKeever
Secretary-General Manager.....A. A. Fahy
Program Director.....Aileen Johnson
Chief Engineer.....Delbert Hunt

KGFX

PIERRE—EST. 1916

KEYSTONE BROADCASTING SYSTEM

Frequency: 630 Kc.....Power: 200 Watts
Owned-Operated By.....Ida A. McNeil
Address .....203 West Summit Ave.
Phone Number 351
Transmitter Location....203 West Summit Ave.
Time on the Air.....9:30 a.m. to sunset
News Service .....AP
Transcription Service ...Keystone Broadcasting System
Representative ..... Cox & Tanz

Personnel

Owner and Director.....Ida A. McNeil
Chief Engineer.....Robert H. Dye

KOBH

RAPID CITY—EST. 1936

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By...Black Hills Broadcast Company of Rapid City
Address .....Alex Johnson Hotel
Phone Number..... 2000
Transmitter Location....2½ miles East of City
Time on the Air: 6 a.m. to 9 p.m.; Sundays, 9 a.m. to 5 p.m.
News Service ..... UP
Transcription Service..Lang-Worth; Keystone Broadcasting System
Representative .....The Walker Company

Personnel

President.....C. A. Quarnberg
Station-Commercial Manager...Robert J. Dean
Program Director-Production Manager, George E. Bruntlett
Publicity Director.....Albert Ziegler
Artists Bureau Head.....Mildred Palmer
Chief Engineer.....A. E. Griffiths
Record MC.....Kenneth Peterson

WCAT

RAPID CITY—EST. 1921

Frequency: 1230 Kc.....Power: 100 Watts
Owned By.....State of South Dakota
Operated By.....South Dakota State School of Mines and Technology
Address .....East St. Joseph Street
Phone Number.....1600
Transmitter Location.....St. Joe Street and Birch Avenue
Time on the Air.....11 a.m. to 1 p.m.
News Service .....AP
Transcription Service .....Standard Radio

Personnel

President.....Joseph P. Connolly
Station Manager.....C. M. Rowe
Program Director.....Scott Burril
Publicity Director.....Redford Dibble
Chief Announcer.....Harold Knutson
Chief Engineer .....E. E. Clark

(Non-Commercial Station)

KELO

SIOUX FALLS—EST. 1937

NATIONAL BROADCASTING COMPANY

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By....Sioux Falls Broadcast Assn., Inc.
Address..... 317 So. Phillips Ave.
Phone Number..... 757
Transmitter Location.....Highway No. 16
Time on the Air.....10 a.m. to 12 midnight
News Service .....AP
Transcription Service.....NBC Thesaurus
Representative .....Howard H. Wilson Co.

Personnel

President .....Joseph Henkin
Station Manager.....Morton Henkin
Ass't and Commercial Manager, George R. Hahn
Sales Promotion Manager.....S. Fantle, Jr.
Program Director.....Verl Thomson
Chief Engineer.....Max Staley

KSOO

SIOUX FALLS—EST. 1926

NATIONAL BROADCASTING COMPANY

Frequency: 1140 Kc.....Power: 5000 Watts
Owned-Operated By.....Sioux Falls Broadcast Assn., Inc.
Address .....317 So. Phillips Ave.
Phone Number..... 757
Transmitter Location..... Highway No. 16
Time on the Air.....6 a.m. to local sunset
News Service .....AP
Transcription Service.....NBC Thesaurus
Representative.....Howard H. Wilson Co.

Personnel

President.....Joseph Henkin
Station Manager.....Morton Henkin
Commercial Manager.....George R. Hahn
Sales Promotion Manager.....S. Fantle, Jr.
Chief Engineer .....Max Staley

KUSD

VERMILLION—EST. 1922

Frequency: 920 Kc.....Power: 500 Watts
Owned-Operated By ....University of South Dakota
Address.....Union Building
Phone Number 601
Transmitter Location..... Science Hall
Time on the Air.....3 p.m. to 6 p.m.

Personnel

Director of Radio.....Prof. Hale Aarnes
Station Manager.....Bernice Stier
Chief Engineer.....George Nordquist

(Non-Commercial Station)

KWAT

WATERTOWN—EST. 1939

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
Owned By.....Midland National Life Insurance Company
Operated By.....F. L. Bramble (Mgr.); M. W. Plowman (Ass't. Mgr.)
Address .....Midland Building
Phone Number 777
Transmitter Location.....½ mile south of business section
Time on the Air.....7 a.m. to 10 p.m.
News Service ..... UP
Transcription Service .....Keystone

Personnel

Station Manager.....F. L. Bramble
Commercial Manager.....M. W. Plowman
Promotion-Publicity Director.....Morris Wisott
Chief Engineer.....Francis Alwin

WNAX

YANKTON—EST. 1927

COLUMBIA BROADCASTING SYSTEM
IOWA BROADCASTING COMPANY

Frequency: 570 Kc.....Power: 5000 Watts
Owned-Operated By.....WNAX Broadcasting Co.
Address .....Yankton
Phone Number.....443
Transmitter Location.....Yankton
Time on the Air.....6 a.m. to 12:05 a.m.
Newspaper Affiliation: Des Moines Register & Tribune
News Service .....AP; UP
Transcription Service.....Standard Radio
Representative .....The Katz Agency

Personnel

President.....Gardner Cowles, Jr.
General-Commercial Manager...Phil Hoffman
Sales Promotion Manager.....Jack Paige
Program Director.....Arthur J. Smith
Musical Director.....Rex Hayes
Chief Engineer.....Clifton M. Todd

TENNESSEE

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

WOPI

BRISTOL—EST. 1929

NATIONAL BROADCASTING CO.
DANIEL BOONE NETWORK

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.Radiophone Broadcasting Station WOPI, Inc.
Address .....410 State St.
Phone Number .....WOPI
Transmitter Location.....Old Abingdon Pike, Washington County, Va.
Time on the Air.....6:30 a.m. to 11:30 p.m.
News Service .....AP
Transcription Service.....World
Representative .....Burn-Smith Company

Personnel

President and General Manager.W. A. Wilson
Commercial Manager.....R. L. Russell
Program Director.....Fey Rogers
Publicity Director.....Corinne Butterworth
Continuity Director.....Marjorie Freels
Production Manager.....Gene Thomas
Chief Engineer.....Robert Smith

WAPO

CHATTANOOGA—EST. 1936

NATIONAL BROADCASTING CO.

Frequency: 1150 Kc...Power: 5000 d.; 1000 n.
Owned-Operated By.....WAPO Broadcasting Service
Address .....Read House
Phone Number 6-6141
Transmitter Location.....Pineville Road
Time on the Air.....5:30 a.m. to 12 Midnight
News Service .....AP
Transcription Service .....NBC Thesaurus
Representative .....Headley-Reed Company

Personnel

Owner.....Mrs. W. A. Patterson
General Manager.....R. G. Patterson
Local Sales Manager.....R. N. Krepps
National Sales Manager...Helen H. Patterson
Program-Publicity Director....Helen Patterson
Chief Announcer.....Bob Bosworth
Artists' Bureau Head.....Louise Harley
Musical Director.....William Krug
Chief Engineer.....B. B. Barnes

•

WDEF

CHATTANOOGA—EST. 1941

BLUE NETWORK
MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Joe Engel Broadcasting Co.
Address .....419 Volunteer Bldg.
Phone Number 6-5664
Transmitter Location.....419 Volunteer Bldg.
Time on the Air.....6 a.m. to 11 p.m.
News Service ..... UP
Transcription Service.....Standard Radio
Representative..... Burn-Smith Co.

Personnel

President .....Joe W. Engel
Station Manager.....Frank S. Lane
Commercial Manager.....Ken Flenniken
Program Director.....Vann Campbell
Chief Announcer.....George Barber
Musical Director.....Jean Van Arsdale
Chief Engineer.....B. C. Baker

•

WDOD

CHATTANOOGA—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 1310 Kc.....Power: 5000 Watts
Owned-Operated By.....WDOD Broadcasting Corporation
Address..... Hamilton National Bank Building
Phone Number 6-5117
Transmitter Location .....Baylor School
Time on the Air: 5:30 a.m. to 12:05 Midnight; Sundays, 7 a.m. to 12 Midnight
News Service ..... UP
Transcription Service.....Langworth, World
Representative .....Paul H. Raymer Co.

Personnel

Co-Owners.....Earl W. Winger, Norman A. Thomas
General Manager.....Earl W. Winger
Commercial Manager.....Carter M. Parham
Sales Promotion Manager....Cliff W. Bowers
Program Manager.....Gene Wilkey
Chief Announcer.....Douglas Davies
Musical Director.....John Tessetore
Chief Engineer.....J. C. Vessels

•

WJZM

CLARKESVILLE—EST. 1941

MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Wm. Kleeman
Address: Masonic Bldg., Commerce and Third Street
Phone Number..... 499
Transmitter Location.....One mile southeast
Time on the Air: 6 a.m. to 11 p.m.; Sundays, 8 a.m. to 10 p.m.
News Service ..... AP
Transcription Service .....World
Representative.....Cox & Tanz

Personnel

Owner .....Wm. Kleeman
Station Manager.....W. E. Williams
Commercial-Sales Promotion Manager .....Helen Wallace
Program Director.....W. E. Williams
Chief Announcer.....Clay Cline, Jr.
Chief Engineer.....John Bailey

•

WHUB

COOKEVILLE—EST. 1940

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....WHUB, Inc.
Address ..... East Spring Street
Phone Number.....Southern Continental 200
Transmitter Location.....807 Hickory Street
Time on the Air.....6 a.m. to 10 p.m.
News Service .....AP
Transcription Service..Keystone Broadcasting System

Personnel

President-Chief Owner.....M. L. Medley
Chief Announcer.....Grady Lemons
Chief Engineer .....Charles Burch

•

WTJS

JACKSON—EST. 1931

BLUE NETWORK
MUTUAL BROADCASTING SYSTEM

Frequency: 1390 Kc.....Power: 1000 Watts
Owned-Operated By.....Sun Publishing Company
Address.....104 West Baltimore St.
Phone Number 3340
Transmitter Location .....Highway 45
Time on the Air.....7 a.m. to 12 midnight
Newspaper Affiliation.....The Jackson Sun
News Service .....UP
Transcription Service.....Standard Radio
Representative .....The Branham Company

Personnel

President.....A. A. Stone
Station-Commercial Manager..A. B. Robinson
Program-Publicity Director.....Ottis Roush
Musical Director-Artists' Bureau Head, James Allen
Chief Announcer.....Paul Moore
Chief Engineer.....B. C. Brummell

•

WJHL

JOHNSON CITY—EST. 1938

THE BLUE NETWORK

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Operated By.....WJHL, Inc.
Business Address.....412 S. Roan St.
Phone Number .....WJHL
Studio Address.....412 S. Roan St.
Transmitter Location.....R.F.D. No. 4, Johnson City
Time on the Air.....6 a.m. to 12 midnight
News Service ..... UP
Transcription Service .....Standard Radio
Representative.....Howard H. Wilson

Personnel

President-Station Manager.W. Hanes Lancaster
Station-Commercial Manager.....Ken Marsh
Program-Production Director.....Henry Frick
Chief Engineer.....O. K. Garland

•

WKPT

KINGSPORT—EST. 1940

NATIONAL BROADCASTING CO.
DANIEL BOONE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Kingsport Broadcasting Co.
Address .....222 Commerce St.
Phone Number ..... WKPT
Transmitter Location.....East Kingsport
Time on the Air.....6:30 a.m. to 12:05 a.m.
News Service ..... UP
Transcription Service .....Lang-Worth; Standard Radio
Representatives .....Burn-Smith Co.; Harry Cummings

Personnel

President.....C. P. Edward, Jr.
General Manager.....Jess Swicegood
Program-Production Manager...Paul Overbay
Chief Engineer.....Gladman W. Upchurch

WBIR

KNOXVILLE—EST. 1941

MUTUAL BROADCASTING SYSTEM
BLUE NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By .....American Broadcasting Corp.
Address: Chamber of Commerce Bldg., 618 South Gay Street
Phone Number 4-3321
Transmitter Location.....Brooks Road & Wilder Place
Time on the Air.....129 hrs. weekly
News Service ..... UP
Transcription Service .....Associated Music Publishers
Representative .....Burn-Smith Co.

Personnel

President.....Gilmore N. Nunn
Station-Commercial Mgr.....John Ballard
Chief Engineer.....J. Rex Horton

•

WNOX

KNOXVILLE—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 990 Kc.....Power: 10,000 Watts
Owned-Operated By .....Scripps-Howard Radio, Inc.
Address .....110-112 South Gay Street
Phone Number 3-3171
Transmitter Location.....Anderson Road near Knoxville
Time on the Air: 5 a.m. to 12 midnight; Sundays, 5:30 a.m. to 12 midnight
Newspaper Affiliation Knoxville News-Sentinel
News Service ..... UP
Transcription Service..Standard Radio; Lang-Worth
Representative .....The Branham Company

Personnel

President .....Jack R. Howard
Vice-President-General Manager, R. B. Westergaard
Commercial Manager.....Harry Le Brun
Sales Promotion-Publicity Manager.C. B. Davis
Program Director.....Lowell Blanchard
Director of War Programs.....Walter Corning
Musical Director.....Jerry Collins
Chief Announcer.....Tys Terwey
Chief Engineer .....
Record MC.....Kurt Webster

•

WROL

KNOXVILLE—EST. 1927

NATIONAL BROADCASTING CO.

Frequency: 620 Kc...Power: 1000 d.; 500 n.
Owned-Operated By.....Stuart Broadcasting Co.
Business Address.....Hamilton Bank Bldg.
Phone Number 2-7111
Studio Address.....Hamilton Bank Bldg.

Transmitter Location.....Holston Hills
Time on the Air: 5 a.m. to 12 midnight; Sundays, 6 a.m. to 12 Midnight
News Service ..... AP
Transcription Service .....NBC Thesaurus; World
Representative .....John Blair & Co.

Personnel

President .....S. E. Adcock
Commercial Manager.....C. H. Frazier
Sales Promotion Manager.....Fred Pfahler
Program-Publicity Director.....John Reese
Musical Director.....Harry Nides
Chief Engineer.....Owen McReynolds

WHBQ

MEMPHIS—EST. 1925

MUTUAL

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Broadcasting Station WHBQ, Inc.
Address .....Hotel Gayoso
Phone Number..... 8-6868
Transmitter Location .....46 Neely St.
Time on the Air.....7 a.m. to 11 p.m.
News Service .....AP
Transcription Service.....Lang-Worth
Representative.....William G. Rambeau Co.

Personnel

President-General Manager.....E. A. Alburty
Commercial Manager .....E. Pournelle
Program Director-Chief Announcer.John T. Orr
War Program Director .....Bob Alburty
Publicity Director.....Lee Johnson
Chief Engineer.....Welton Roy
Record MC.....Alfred Kerr

WMPS

MEMPHIS—EST. 1930

BLUE NETWORK
MUTUAL BROADCASTING SYSTEM

Frequency: 1460 Kc...Power: 1000 d.; 500 n.
Owned-Operated By.....Memphis Broadcasting Company
Address .....Columbian Tower, 62 North Main Street
Phone Number 5-2721
Transmitter Location .....1690 South Lauderdale
Time on the Air..6:30 a.m. to 12 midnight; Sundays, 7:30 a.m. to 11:45 p.m.
Newspaper Affiliation .....Memphis Press-Scimitar
News Service ..... UP
Transcription Service.....Standard Radio; Associated
Representative.....Spot Sales, Inc.

Personnel

President.....Jcck R. Howard
Station Manager-Program Director Harold R. Krelstein
Commercial Manager .....Harold R. Krelstein
Merchandising Manager-Publicity Director Robert Hobgood
Director of War Programs Francis Chamberlin
Chief Announcer .....Lawrence Trexler
Musical Director.....Kay Benander
Chief Engineer .....J. G. Deaderick

WREC

MEMPHIS—EST. 1922

COLUMBIA BROADCASTING SYSTEM

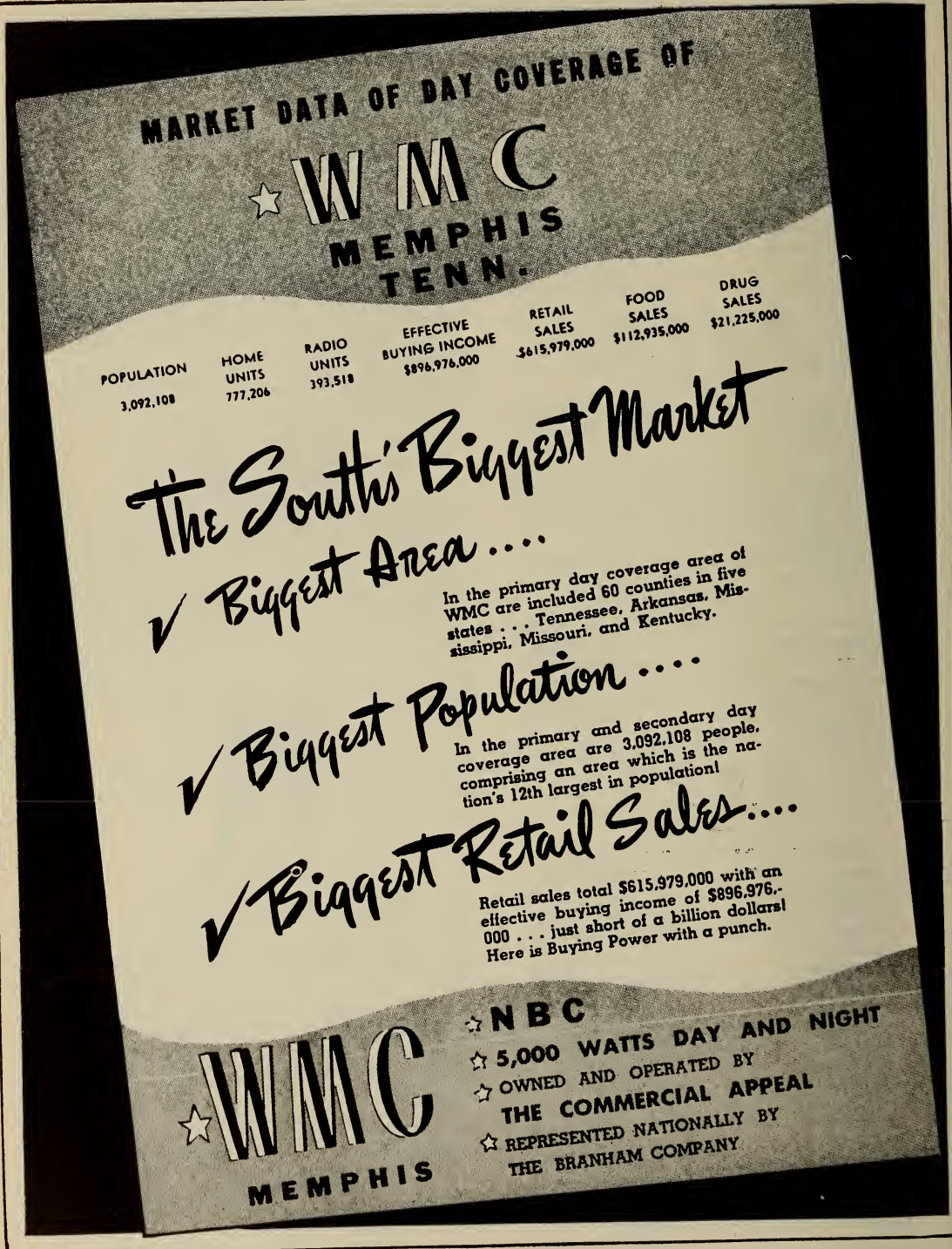
Frequency: 600 Kc.....Power: 5000 Watts
Owned-Operated By.....Hoyt B. Wooten d/b as WREC Broadcasting Service
Address .....Hotel Peabody
Phone Number 5-1313
Transmitter Location .....Memphis
Time on the Air .....Unlimited license
News Service .....UP
Transcription Service ....World Broadcasting System; Lang-Worth
Representative .....The Katz Agency

Personnel

Owner-General Manager.....Hoyt B. Wooten
Commercial Manager.....Hollis R. Wooten
Program-Publicity Director.....Roy Wooten
Production Manager.....Bill Trotter
Chief Announcer.....Louis Fossee
Musical Director.....Jesalyn Payne
Chief Engineer.....S. D. Wooten, Jr.

PA

Originated th extra service of the only press association Station Relations Department


MARKET DATA OF DAY COVERAGE OF
WMC
MEMPHIS
TENN.
POPULATION
3,092,108
HOME UNITS
777,206
RADIO UNITS
393,518
EFFECTIVE BUYING INCOME
$896,976,000
RETAIL SALES
$615,979,000
FOOD SALES
$112,935,000
DRUG SALES
$21,225,000
The South's Biggest Market
✓ Biggest Area ....
In the primary day coverage area of WMC are included 60 counties in five states . . . Tennessee, Arkansas, Mississippi, Missouri, and Kentucky.
✓ Biggest Population ....
In the primary and secondary day coverage area are 3,092,108 people, comprising an area which is the nation's 12th largest in population!
✓ Biggest Retail Sales....
Retail sales total $615,979,000 with an effective buying income of $896,976,000 . . . just short of a billion dollars! Here is Buying Power with a punch.
WMC
MEMPHIS
NBC
5,000 WATTS DAY AND NIGHT
OWNED AND OPERATED BY
THE COMMERCIAL APPEAL
REPRESENTED NATIONALLY BY
THE BRANHAM COMPANY

WMC

MEMPHIS—EST. 1923

NATIONAL BROADCASTING CO.
SOUTH CENTRAL QUALITY NETWORK

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Operated By.....Memphis Publishing Co.
Address .....Goodwyn Institute
Phone Number 8-7464
Transmitter Location .....Five Points, Tenn.
Time on the Air.....6 a.m. to 12 midnight
Newspaper Affiliation .....Memphis Commercial Appeal
News Service ..... UP
Transcription Service .....NBC Thesaurus; Lang-Worth
Representative .....The Branham Co.

Personnel

Station Manager .....H. W. Slavick
Commercial Manager.....J. C. Eggleston
Assistant Commercial Manager .Cliff Goodman
Program Director .....John Cleghorn
Production Manager.....Ed Deffenbaugh
Chief Engineer .....E. C. Frase, Jr.

•

WLAC

NASHVILLE—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 1510 Kc.....Power: 50000 Watts
Owned By ..J. T. Ward, d/b as WLAC Broadcasting Service
Operated By.....WLAC Broadcasting Service
Address.....Third National Bank Bldg.
Phone Number 6-0161
Transmitter Location .....Dickerson Road
Time on the Air..6 a.m. to 12 midnight; Sundays, 7 a.m. to 12 midnight
News Service ..... UP
Transcription Service.... World Broadcasting System; NBC Thesaurus
Representative .....Paul H. Raymer Co.

Personnel

Owner.....J. T. Ward
General-Commercial Manager....F. C. Sowell
Promotion Manager .....Chas. L. Andrews
Program Director .....Paul Oliphant
Musical Director.....Charles Nagy
Chief Engineer.....F. D. Binns

•

WSIX

NASHVILLE—EST. 1927

BLUE NETWORK
MUTUAL BROADCASTING SYSTEM

Frequency: 980 Kc.....Power: 5000 Watts
Owned-Operated By .....WSIX, Inc.
Address .....Nashville Trust Building
Phone Number 5-5431
Transmitter Location ...Northeast of Nashville
Time on the Air: 6 a.m. to 12 Midnight; Sundays, 7 a.m. to 12 Midnight
News Service .....AP
Transcription Service .....Standard Radio; C. P. MacGregor; Lang-Worth
Representative .....Spot Sales, Inc.

Personnel

President-Station Manager..Jack M. Draughon
Commercial Manager.. ....Eugene S. Tanner
Program-Production Manager, Jack Wolever, Jr.
Publicity Director.....R. L. Chaudoin
Chief Announcer.....Buck Byrum
Musical Director.....Frank Bobo
Chief Engineer.....Bascom E. Porter
Record MC.....Walter Ferguson

TELESCRIPTS

. . . ORIGINATED BY **PA**

are complete scripts, cued for music or sound effects, and moved on the special AP radio news wire.

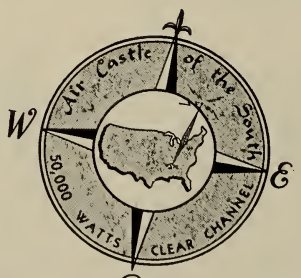
Widely sponsored from Coast-to-Coast

THE Fifth ESTATE

WSM — THE PUBLIC SERVICE STATION IN TENNESSEE

IN these days when much conjecture is advanced upon the subject of radio's prime function, WSM points with pride to its public service programs. A true knowledge of the community's needs and desires enables us to serve our listeners well.

Needless to say that when listeners are loyal to the station, they are equally as loyal to its advertisers. Confidence is the basis of good listening . . . and good buying.



HARRY L. STONE, Gen'l. Mgr. WSM NASHVILLE, TENN.

OWNED AND OPERATED BY
THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES, EDWARD PETRY & CO. INC

WSM

NASHVILLE—EST. 1925

NATIONAL BROADCASTING CO.

Frequency: 650 Kc.....Power: 50000 Watts
Owned-Operated By.. The National Life and Accident Insurance Co.
Business Address ..... National Building
Phone Number 6-7181
Studio Address....Seventh Avenue and Union Street
Transmitter Location: Calendar Road, Williamson County, Tenn. (R.F.D. Franklin)
Time on the Air..18 hours daily; Sundays, 17 hours
News Service ..... AP; INS
Transcription Service .....Associated Music Publishers, Lang-Worth
Representative .....Edward Petry & Co., Inc.

Personnel

Executive Vice-President.....Edwin W. Craig
Station Manager.....Harry L. Stone
Sales Manager.....Dean R. Upson
Program Director.....Jack Stapp
Publicity Director.....Lester Barnard
Artists' Bureau Head.....Ford Rush
Chief Announcer .....Ottis E. Devine
Musical Directors, Pietro Brescia, Beasley Smith
Acting Chief Engineer.....George Reynolds

TEXAS

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

KRBC

ABILENE—EST. 1936

MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Reporter Broadcasting Company
Address .....Abilene
Phone Number 6255
Transmitter Location .....341 Ambler Avenue
Time on the Air.....6:30 a.m. to 11 p.m.
Newspaper Affiliation.....Abilene Reporter-News
News Service ..... AP
Representative.....John E. Pearson Co.

Personnel

President.....M. B. Hanks
Vice-President & Managing Director .....Howard Barrett
Local Sales Manager .....A. C. Etter
Chief Engineer ..... J. B. Casey

KFDA

AMARILLO—EST. 1939

MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Amarillo Broadcasting Corporation
Address ..... 109 East 5th St.
Phone Number 5343
Transmitter Location.....109 East 5th St.
Time on the Air: 6:30 a.m. to 12 Midnight; Sundays, 7 a.m. to 12 Midnight
News Service ..... INS

Personnel

President.....Gilmore N. Nunn
Station-Commercial Manager ..H. P. Roberson
Sales Promotion Manager-Program Director Bonnie Bennett
Chief Engineer.....Howard Blaker

KGNC

AMARILLO—EST. 1935

NATIONAL BROADCASTING CO.
LONE STAR CHAIN

Frequency: 1440 Kc...Power: 5000 d.; 1000 n.
Owned-Operated By....Plains Radio Broadcasting Company
Address.....Radio Building, 8th & Harrison
Phone Number 4242
Transmitter Location .....Bellaire Park
Time on the Air: 6 a.m. to 12 midnight; Sundays, 7 a.m. to 12 Midnight
Newspaper Affiliations: Amarillo Daily News; Amarillo Globe; Lubbock Avalanche Journal
News Service .....UP
Transcription Service.....NBC Thesaurus, Standard
National Sales Office Address: Taylor-Howe-Snowden Group, Dallas, Texas
Representative .....Howard H. Wilson Co.

Personnel

President.....O. L. Taylor
General Manager....Raymond Hollingsworth
Sales Manager.....Aubrey Jackson
Program Director.....Raymond Hollingsworth
Musical Director.....Frances Jensen

KNOW

AUSTIN—EST. 1924

BLUE NETWORK
MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK

TEXAS

AND THE GREAT SOUTHWEST



Looking for an *effective, low cost* way to reach that BIG, rich Texas and Southwest market? Well, here are the key stations you positively don't want to overlook — WFAA-WBAP, with the largest 50,000 watt primary coverage in the United States, and KGKO, second only to its sister station. These stations are a vital part of the home, down this way, and have a powerful influence on the thinking and buying habits of Texas and Southwest folks. They will *respond* —if you use these stations!

NATIONAL REPRESENTATIVES

EDWARD PETRY & COMPANY, INC.

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By ....Frontier Broadcasting Company, Inc.
Address .....520 Norwood Building
Phone Number 2-6213
Transmitter Location ...Fifth & Tillery Streets
Time on the Air.....6:30 a.m. to 12 Midnight
News Service ..... UP
Representative.....Spot Sales, Inc.

Personnel

President.....H. M. Fentress
Station Manager.....Hardy C. Harvey
Commercial Manager.....Ernest T. Jones
Sales Promotion Manager....Scotty Garrison
Program-Musical Director.....Allan Ezell
Chief Announcer.....Weldon Robinson
Chief Engineer.....James Lewis

•

K T B C

AUSTIN—EST. 1939

COLUMBIA BROADCASTING SYSTEM

Frequency: 590 Kc.....Power: 1000 d.; 250 n.
Owned-Operated By....State Capital Broadcasting Association
Address.....P.O. Box 717
Phone Number 2-2424
Transmitter Location .....Dallas Highway
Time on the Air.....6 a.m. to 12 Midnight
News Service .....AP
Transcription Service .....Standard
Representative.....The Branham Co.

Personnel

President.....Claudia T. Johnson
General Manager.....Harfield Weedin
Sales Manager.....R. J. Crissey
Program-Production Director.....John Hicks
Publicity-War Program Director.J. Mabel Clark
Chief Engineer.....M. W. Jeffus

•

K F D M

BEAUMONT—EST. 1924

BLUE NETWORK

Frequency: 560 Kc.....Power: 1000 Watts
Owned-Operated By.. Beaumont Broadcasting Corp.
Address.....P.O. Box 2950
Phone Number 3883
Transmitter Location .....Cor. Doucette & Grove Streets
Time on the Air: 6 a.m. to 2 Midnight; Sundays, 7 a.m. to 12 Midnight
News Service .....AP
Transcription Service .....NBC Thesaurus
Representative .....Howard H. Wilson Co.

Personnel

President.....C. W. Snider
General-Commercial Manager.....C. B. Locke
Sales Promotion Manager.....H. Caldwell
Program Director.....B. R. Patterson
Chief Announcer.....Bob Liggett
Chief Engineer.....L. M. Sanders

•

K R I C

BEAUMONT EST.—1938

Frequency: 1450 Kc.....Power: 250 Watts
Owned By.....KRIC, Inc.
Operated By.....Enterprise and Journal Co.
Address ..... 130 Wall Street
Phone Number 4200
Transmitter Location.....130 Wall Street
Time on the Air .....6 a.m. to 12 midnight
Newspaper Affiliation ..Beaumont Enterprise
News Service .....AP
Transcription Service ....World Broadcasting
Representative .....The Branham Company

Personnel

President.....Mrs. J. L. Mapes
Station Manager.....Jack Neil
Sales Manager.....G. L. Kirk
Program Director.....Lorraine Kelley
Publicity Director.....Martha Swafford
Chief Announcer.....Virginia Moon
Musical Director.....Mary Bond Campbell
Chief Engineer.....Ben Hughes



Represented by the
Howard H. Wilson Company

KBST

BIG SPRING—EST. 1936

MBS—TEXAS STATE NETWORK

Frequency: 1490 Kc.....Power: 100 Watts
Owned-Operated By.....Big Spring Herald Broadcasting Company
Address .....702 Johnson Street
Phone Number 1500
Transmitter Location ..1¼ miles northeast of town
Time on the Air.....7 a.m. to 9:30 p.m.
Newspaper Affiliation.....Big Spring Herald
News Service ..... AP
Representative.....John E. Pearson Co.

Personnel

President .....Robert Whipkey
Station Manager.....David Crockett
Commercial Manager .....Charles T. White
Program Director.....James H. Stiff
Chief Engineer .....Andrew M. Jones

KNEL

BRADY—EST. 1935

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc....Power: 250 d.; 100 n.
Owned-Operated By .....G. L. Burns
Business Address .....Gibbons
Phone Number 77
Transmitter Location .....Brady, Texas
Time on the Air .....Unlimited license
Representative .....Cox & Tanz

Personnel

General Manager.....G. L. Burns

KEEW

BROWNSVILLE—EST. 1937

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc....Power: 250 d.; 100 n.
Owned-Operated By..Eagle Broadcasting Co.
Business Address...3700 San Benito Highway
Phone Number 1273
Transmitter Location.. .....San Benito Road
Time on the Air.....6 a.m. to 9 p.m.
News Service .....INS
Transcription Service .....Keystone
Representative .....Forjoe & Co.

Personnel

General Manager.....E. E. "Jack" Wilson
Program-Production Director.Charlie Cummins
Chief Engineer.....Glenn McIntosh

KBWD

BROWNWOOD—EST. 1941

Frequency: 1380 Kc....Power: 1000 d.; 500n
Owned-Operated By.....Brown County Broadcasting Co.
Address .....800 Hawkins Street
Phone Number 2401
Transmitter Location....Williams Ranch Road, 1½ miles N. Brownwood
Time on the Air..6:30 a.m. to 11 p.m.; Sunday, 7:30 a.m. to 10:30 p.m.
News Service .....AP
Transcription Service .....NBC Thesaurus
Representative.....Howard H. Wilson Co.

Personnel

President-Station Manager.....Wendell Mayes
Commercial Manager .....A. D. Whisenant
Program-Publicity Director.....Pat Laurence
Production Manager.....Dorthea Dunlap
Chief Announcer .....Bill Field
Chief Engineer .....A. W. Stewart

WTAW

COLLEGE STATION—EST. 1921

BLUE NETWORK

Frequency: 1150 Kc.....Power: 1000 Watts
Owned-Operated By.....College of Texas
Address .....College Station
Phone Number 4-6724
Transmitter Location .....College Station
Time on the Air.....Sun-up to Sun-down
News Service .....AP
Transcription Service .....World

Personnel

Station-Commercial Manager.....Ted P. Hills
Promotion-Program Director..Evelyn Branigan
Chief Engineer.....H. C. Dillingham

KEYS

CORPUS CHRISTI—EST. 1940

COLUMBIA BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned By..Earl C. Dunn, Charles W. Rossi, H. B. Lockhart and E. C. Hughes
Operated By.....Nueces Broadcasting Co.
Address .....Center Theater Bldg.
Phone 2-7411
Transmitter.....Shell Rd. near Corpus Christi
Time on the Air.....6 a.m. to 12 Midnight
News Service .....AP
Transcription Service .....World
Representative .....Forjoe Co.

Personnel

Station & Commercial Manager..E. C. Hughes
Ass't Manager.....Fred Burr
Program-Production Director.....Jack Sharpe
Chief Engineer.....Earle C. Dunn

KRIS

CORPUS CHRISTI—EST. 1937

NATIONAL BROADCASTING CO.
MUTUAL BROADCASTING SYSTEM
LONE STAR CHAIN
TEXAS STATE NETWORK

Frequency: 1360 Kc.....Power: 1000 Watts
Owned-Operated By.....Gulf Coast Broadcasting Company
Address .....Robert Driscoll Hotel

Phone Number 6354
Transmitter Location .....Corpus Christi
Time on the Air.....Unlimited License
Newspaper Affiliation.....Caller-Times
News Service .....AP
Transcription Service .....Standard
Representative .....The Branham Company

Personnel

General Manager.....T. Frank Smith
Chief Engineer .....Robert S. Bush

•

KWBU

CORPUS CHRISTI—EST. 1943

Frequency: 1010 Kc.....Power: 50,000 Watts
Owned & Operated By..Century Broadcasting
Address.....912 Commerce St., Dallas, Texas
Phone.....Riverside 6381
Transmitter Location .....Gregory,
Time on the Air.....Daytime License
News Service .....AP
Representatives.....Homer Hogan & Co., John E. Pearson

Personnel

President.....Carr P. Collins

•

KAND

CORSICANA—EST. 1937

MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM
TEXAS STATE NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Navarro Broadcasting Association
Business Address .....P. O. Box 959
Phone Number 141
Transmitter Location .....½ mile north of Corsicana Highway No. 75
Time on the Air.....16½ hours daily
News Service ..... UP
Representatives.....Hal Holman Co.; The Walker Co.

Personnel

President .....J. C. West
Station Manager.....Aubrey H. Escoe
Chief Engineer.....Eugene R. Hellums

•

KRLD

DALLAS—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 1080 Kc.....Power: 50000 Watts
Owned-Operated By .....KRLD Radio Corp.
Address .....Hotel Adolphus
Phone Number .....Central 6811
Transmitter Location .....Garland, Texas
Time on the Air: 5:30 a.m. to 12 Midnight; Sundays, 6 a.m. to 12 Midnight
Newspaper Affiliation ....Dallas Daily Times
News Service .....AP
Transcription Service .....Standard Radio
Representative.....The Branham Co.

Personnel

President.....J. W. Runyon
Managing Director.....C. W. Rembert
Ass't Manager.....James W. Crocker
Commercial Manager.....William A. Roberts
Sales Promotion Manager.....J. W. Crocker
Program Director.....Ruth Clem
Publicity Director.....Douglas Hawley
Traffic Manager .....A. H. Plumlee
Musical Director.....Lawrence N. Morrell
Chief Engineer.....R. M. Flynn

•

KSKY

DALLAS—EST. 1941

Frequency: 660 Kc.....Power: 1000 Watts
Owned-Operated By .....Chilton Radio Corporation
Address .....11th Floor, Hotel Stoneleigh
Phone Number C-6193
Transmitter Location....Bruton Road (7 miles out of Dallas)
Time on the Air .....6 a.m. to local sunset
News Service ..... AP
Transcription Service .....Associated Music

Personnel

President-Station Manager.....A. L. Chilton
Commercial Manager .....R. G. Terrill
Program Director .....T. E. Perrin
Chief Announcer .....Richard F. Parker
Chief Engineer .....Morris M. Ming

•

WFAA

DALLAS—EST. 1922

NATIONAL BROADCASTING CO.
TEXAS QUALITY NETWORK

Frequency: 820 Kc.....Power: 50000 Watts
Owned-Operated By.....A. H. Belo Corp., publisher of The Dallas Morning News
Business Address.....1122 Jackson St.
Phone .....Riverside 9631
Studio Address ....Santa Fe Bldg. Penthouse
Transmitter Location .....Grapevine, Texas
Time on the Air..Shares time with WBAP, Fort Worth, operating continuously from 6 a.m. to 12 midnight
Newspaper Affiliation ..Dallas Morning News
News Service ..... UP
Transcription Service .....NBC Thesaurus; Lang-Worth
Representative.....Edward Petry & Co.

Personnel

President .....E. M. Dealey
Managing Director.....Martin Campbell
Station Manager.....Alex C. Keese
Program Director.....Ralph Nimmons
Production Manager .....Ralph Maddox
Director of War Programs.....Marian Kate
Chief Engineer.....Raymond Collins

(See Page 598)





WIDE WOR

DOUBLE EXPOSURE in TEXAS...

At a glance these two pictures look identical. But they're not. One represents your audience in Dallas, the other your audience in Fort Worth. True, these two large cities (respectively, the 2nd and 4th largest in Texas) are a mere 28 miles apart. But it might as well be 2,800 miles, so different are their listening and buying habits.

To cover both these rich markets in spot broadcasting you need a double exposure, a combination of two powerful 5000 watt stations, WRR, Dallas and KFJZ, Forth Worth. Expensive? To the contrary! You can use *both* these stations for the *price of one* and receive the added dividend of paying but one talent cost. A real two-for-one bargain for smart buyers.

WRR • **KFJZ**

DALLAS **FT. WORTH**

5000 WATTS — 1310 KC **5000 WATTS — 1270 KC**

Affiliated with the Mutual Broadcasting System and the Texas State Network.

NATIONAL REPRESENTATIVES

WEED AND COMPANY

NEW YORK • SAN FRANCISCO • BOSTON
CHICAGO • HOLLYWOOD • DETROIT

WRR

DALLAS—EST. 1920

MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK

Frequency: 1310 Kc.....Power: 5000 Watts
Owned-Operated By .....City of Dallas
Address..Municipal Radio Bldg., State Fair Grounds
Phone Number ..... Tenison 3-6101
Transmitter Location .....White Rock Lake
Time on the Air: 6:30 a.m. to 12 Midnight; Sundays, 7 a.m. to 12 Midnight
News Service .....AP
Representative ..... Weed & Co.

Personnel

Station Manager.....Charles B. Jordan
Sales Promotion-Traffic Manager.Louise Cobler
Program-Publicity Director .....Pete Teddlie
Production Manager.....Roy I. Newman
Chief Announcer.....James S. Alderman
Music Librarian.....Alice McCord
Musical Director .....Ted Parrino
Chief Engineer..... .....D. J. Tucker
Record MC.....Whit Whitley

•

KDNT

DENTON—EST. 1938

Frequency: 1450 Kc.....Power: 100 Watts
Owned-Operated By ....Harwell V. Shepard
Address .....Kimbrough Building
Phone Number 276
Transmitter Location .....Highway No. 24
Time on the Air .....Unlimited license

Personnel

Owner-Chief Engineer ...Harwell V. Shepard
Program Director .....Mary Grace Smith

•

KROD

EL PASO—EST. 1940

COLUMBIA BROADCASTING SYSTEM

Frequency: 600 Kc.....Power: 1000 d.; 500 n.
Owned-Operated By....Dorrance D. Roderick
Address .....2201 Wyoming St.
Phone Number .....Main 2020
Transmitter Location ....Hammett Boulevard
Time on the Air.....Unlimited License
Newspaper Affiliation.....El Paso Times
News Service ..... INS
Transcription Service....Associated; Standard
Representative .....Howard H. Wilson Co.

Personnel

Owner.....Dorrance D. Roderick
Station Manager .....Val Lawrence
Commercial Manager.....Cecil L. Trigg
Program Director.....Dick Weaver
Chief Announcer.....Ted Hunt
Musical Director .....H. Arthur Brown
Chief Engineer.....Edward P. Talbott

KTSM

EL PASO—EST. 1929

NATIONAL BROADCASTING CO.

Frequency: 1380 Kc.....Power: 1000 d.; 500 n.
Owned-Operated By .....Tri-State Broadcasting Co.
Address .....Paso Del Norte Hotel
Phone Number .....Main 3122
Transmitter Location ...First Ave., S. of Highway No. 80, Ascarate Addition
Time on the Air .....6 a.m. to 11:30 p.m.
News Service .....UP
Transcription Service.....NBC Thesaurus; C. P. MacGregor
Representative ...George P. Hollingbery Co.

Personnel

President.....Frances W. Bredburg
Vice President-General Manager .....Karl O. Wyler
Commercial Manager .....Willard L. Kline
Program Director.....Virgil C. Hicks
Production Manager .....Conrey Bryson
Chief Engineer.....E. L. Gemoets

•

KFJZ

FORT WORTH—EST. 1922

MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK

Frequency: 1270 Kc.....Power: 5000 Watts
Owned-Operated By.....Tarrant Broadcasting Company
Address .....1201 West Lancaster
Phone Number 3-3474
Transmitter Location .....Birdville, Texas
Time on the Air.....18½ hours daily
News Service ..... UP
Representative .....Weed & Company

Personnel

President .....Elliott Roosevelt
Station Manager .....Gene L. Cagle
Commercial Manager .....Clyde Pemberton
Sales Promotion Manager .....L. Roy Duffy
Program-Production Director.....Boyd Kelley
Publicity Director.....Forrest W. Clough
Chief Announcer.....George Erwin
Artists' Bureau Head .....Mary Ruth Googins
Musical Director.....Frances Kay
Chief Engineer .....Truett Kimzey

•

KGKO

FORT WORTH—EST. 1928

BLUE NETWORK
LONE STAR CHAIN

Frequency: 570 Kc.....Power: 5000 Watts
Owned By.....Carter Publications, Inc. & A. H. Belo Corp.
Operated By....Ft. Worth Star-Telegram and Dallas News
Addresses: Medical Arts Bldg., Ft. Worth; Santa Fe Bldg., Dallas

Phone Numbers: 3-1234 (Fort Worth); Riverside 9631 (Dallas)
Transmitter Location .....Arlington, Texas
Time on the Air.....6 a.m. to 12 Midnight
Newspaper Affiliations: Fort Worth Star-Telegram; The Dallas Morning News
News Service .....AP
Transcription Service.....World; Lang-Worth
Representative .....Edward Petry & Co.

Personnel

President .....Amon G. Carter
General Manager.....Harold V. Hough
Managing Director.....Martin Campbell
Fort Worth Manager .....George Cranston
Dallas Manager .....Alex Keese
Chief Announcer.....Frank Mills
Fort Worth Program Director.....Ed Lally
Dallas Program Director .....Ralph Nimmons
Production Manager .....Gene Reynolds
Continuity Chief.....Lyman Brown
Traffic Manager .....Eileen Flake
Chief Newscaster.....Ken McClure
Music Librarian.....Al Bowman
Musical Director.....Gene Baugh
Chief Engineer.....R. C. Stinson

(See Page 598)

•

WBAP

FORT WORTH—EST. 1922

NBC—TEXAS QUALITY NETWORK

Frequency: 820 Kc.....Power: 50000 Watts
Owned By.....Carter Publications, Inc.
Operated By.....Ft. Worth Star-Telegram
Address .....Medical Arts Bldg.
Phone Number 3-1234
Transmitter Location .....Grapevine, Texas
Time on the Air: 5:30 a.m. to 12 Midnight; (shares time with WFAA, Dallas)
Newspaper Affiliation .....Ft. Worth Star-Telegram
News Service ..... AP
Transcription Service .....WBS
Representative .....Edward Petry & Co.

Personnel

President.....Amon G. Carter
General Manager.....Harold V. Hough
Station Manager .....George Cranston
Commercial Manager .....H. R. Turner
Sales Promotion-Publicity Manager, Virginia Wiltten
Program Director.....Ed Lally
Production Manager .....Gene Reynolds
Continuity Chief.....Lyman Brown
Traffic Manager .....Eileen Flake
Chief Newscaster.....Ken McClure
Music Librarian .....Al Bowman
Music Arranger .....Don Gillis
Musical Director .....Gene Baugh
Chief Announcer.....Frank Mills
Chief Engineer.....R. C. Stinson

(See Page 598)

KLUF

GALVESTON—EST. 1928

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned By .....The KLUF Broadcasting Co.
Operated By..... Geo. Roy Clough
Business Address .....P. O. Box 562
Phone Number 6676
Studio Address .....6002 Broadway
Transmitter Location .....6002 Broadway
Time on the Air .....Unlimited license
News Service ..... UP
Transcription Service .....Standard Radio; Lang-Worth

Personnel

President.....Geo. Roy Clough
Commercial and Sales Promotion Manager, C. V. Bracht
Program Director-Chief Announcer Carl McDaniel
Director of War Programs Helen D. Clough
Chief Engineer.....L. D. Clough

•

KGBS

HARLINGEN—EST. 1941

CBS—MBS
KEYSTONE BROADCASTING SYSTEM
TEXAS STATE NETWORK

Frequency: 1240 Kc. .....Power: 250 Watts
Owned-Operated By.....Harbenito Broadcasting Company, Inc.
Business Address .....P. O. Box 711
Phone Number 1400
Studio Address: ... ... State Highway No. 83 between Harlingen and San Benito, Texas
Transmitter Location .....Same
Time on the Air.....6:30 a.m. to 12 Midnight
News Service ..... AP
Transcription Service .....Associated Music Publishers

Personnel

President .....McHenry Tichenor
Station Manager .....Ingham S. Roberts
Commercial Manager .....Troy McDaniel
Program Director-Chief Announcer Steel McClanahan
Director of War Programs.....Francis George
Production Manager.....Charles Durkes
Chief Engineer.....Sherman L. Spencer

•

KPRC

HOUSTON—EST. 1925

NBC—TEXAS QUALITY NETWORK

Frequency: 950 Kc.....Power: 5000 Watts
Owned By.....Houston Printing Corp.
Operated By.....Houston Post
Address .....Lamar Hotel
Phone Number .....Fairfax 7101

Transmitter Location .....Deepwater, Texas
Time on the Air.....Unlimited
Newspaper Affiliation .....Houston Post
News Service .....AP
Transcription Service .....NBC Thesaurus
Representative ..... Edward Petry & Co.

Personnel

President.....W. P. Hobby
Station Manager.....Kern Tips
Program Director.....Jack McGrew
Musical Director.....K. Burt Sloan
Chief Engineer.....H. T. Wheeler

•

K T R H

HOUSTON—EST. 1930

COLUMBIA BROADCASTING SYSTEM
Frequency: 740 Kc.....Power: 50000 Watts
Owned-Operated By...KTRH Broadcasting Co.
Address ..... Rice Hotel
Phone Number .....Preston 4361
Transmitter Location .. Cedar Bayou, Texas
Time on the Air.....Unlimited License
Newspaper Affiliation .....Houston Chronicle
News Service .....UP
Transcription Service .....World Broadcasting
Representative .....John Blair & Co.

Personnel

Station Manager .....B. F. Orr
Commercial-Sales Promotion Manager
Ray E. Bright
Program Director .....Harry Grier
Production Manager .....Tom Jacobs
Chief Announcer .....Ted Nabors
Musical Director .....Albino Torres
Chief Engineer .....King Howard Robinson

•

K X Y Z

HOUSTON—EST. 1930

BLUE NETWORK
MUTUAL BROADCASTING SYSTEM
LONE STAR CHAIN
TEXAS STATE NETWORK
Frequency: 1320 Kc.....Power: 5000 Watts
Owned-Operated By Harris County Broadcast
Address .....Gulf Building
Phone Number ..... Capitol 6151
Transmitter Location .....Deepwater, Texas
Time on the Air.....Unlimited License
News Service .....AP
Transcription Service .....Standard
Representative ..... The Branham Co.

Personnel

Manager.....T. F. Smith
Program Director.....Charles Nethery
Chief Engineer.....Gerald Chinski

•

K S A M

HUNTSVILLE—EST. 1938

KEYSTONE BROADCASTING SYSTEM
Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By: W. J. Harpole & J. C. Rothwell
Address.....P.O. Box 312
Phone Number 666
Transmitter Location.....South of Huntsville on Highway No. 75
Time on the Air.....Daytime License
News Service .....AP

Personnel

Station Manager .....J. C. Rothwell
Commercial Manager .....J. B. McShan
Chief Announcer .....J. C. Dorrell
Chief Engineer .....Jesse Simms

•

K O C A

KILGORE—EST. 1936

KEYSTONE BROADCASTING SYSTEM
Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Oil Capitol Broadcasting Assn.
Address .....102½ East North St.
Phone Number 616
Transmitter Location .....Kilgore
Time on the Air .....Unlimited license
Newspaper Affiliation ....Kilgore Daily News

Personnel

General Manager .....Roy G. Terry

•

K P A B

LAREDO—EST. 1938

KEYSTONE BROADCASTING SYSTEM
Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By
Laredo Broadcasting Co.
Business Address.....Hamilton Hotel
Phone Number 2124
Transmitter Location .....300 Loring Ave.
Time on the Air.....7 a.m. to 10 p.m.
News Service .....AP
Representative.....Forjoe & Co.

Personnel

President .....Howard W. Davis
Station-Commercial Manager,
Rupert S. Dougharty
Program Director.....Jack Calvin
Sales Promotion Manager-Chief Announcer,
Grant Pickens
Chief Engineer.....Hulan K. Smith

•

K F R O

LONGVIEW—EST. 1934

MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM
TEXAS STATE NETWORK
Frequency: 1370 Kc.....Power: 1000 Watts
Owned-Operated By.....Voice of Longview

Business Address .....P. O. Box 607
Phone Number 411
Studio Address.....Glover-Crim Bldg.
Transmitter Location .....1918 Marshall-Longview Highway
Time on the Air:
7 a.m. to 9:15 p.m.; Sundays, 8 a.m. to 9:15 p. m.
News Service .....UP
Transcription Service .....Lang-Worth; Keystone Broadcasting System
Representative .....Burn-Smith Co.

Personnel

President-General Manager....James R. Curtis
Commercial Manager.....Thomas R. Putnam

•

K F Y O

LUBBOCK—EST. 1927

MBS—TEXAS STATE NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By .....Plains Radio Broadcasting Co.
Address .....914 Avenue J
Phone Number 5567
Transmitter Location.....2312 Fifth St.
Time on the Air: 7 a.m. to 11 p.m.; Sundays, 8 a.m. to 7 p.m.
Newspaper Affiliation ..Lubbock Avalanche-Journal
News Service ..... UP
Transcription Service ....World Broadcasting System; Lang-Worth
National Sales Office: Taylor-Howe-Snowden Group, Dallas, Texas
Representative .....Howard H. Wilson Co.

Personnel

President.....O. L. Taylor (Amarillo)
Station-Commercial Manager...DeWitt Landis
Program Director-Chief Announcer, Wesley Youngblood
Musical Director.....Ollie Cook
Chief Engineer .....W. S. Bledsoe

•

K R B A

LUFKIN—EST. 1938

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Red Lands Broadcasting Association
Business Address ..... Box 755
Phone Number 272
Studio Address .....108½ South First Street
Transmitter Location: Highway 35, (½ mile North of Lufkin)
Time on the Air .....Unlimited license
News Service .....AP
Transcription Service.....Standard Radio; Keystone
Representative .....Cox & Tanz

Personnel

President.....Ben T. Wilson
Manager .....Darrell E. Yates

•

K R L H

MIDLAND—EST. 1935

MBS—TEXAS STATE NETWORK
KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Scharbauer Estate
Business Address .....117 S. Lorainne St.
Phone Number 1070
Studio Address .....Scharbauer Hotel
Transmitter Location.....U. S. Highway 80, (1½ miles west of Midland)
Time on the Air.....6:45 a.m. to 10:30 p.m.
News Service .....UP
Transcription Service..... Lang-Worth
Representative.....Cox & Tanz

Personnel

Administrator of Estate .....Millard Eidson
Station Manager.....J. M. McDonald
Commercial Manager....Gladys L. McDonald
Program Director.....Grace Delameter
Chief Announcer .....Billy Howze
Musical Director .....Roy De Wolf
Chief Engineer .....Jack Cecil

•

K N E T

PALESTINE—EST. 1936

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 100 Watts
Owned By.....Palestine Broadcasting Corp.
Operated By.....B. A. Laurie
Address .....Municipal Bldg.
Phone Number 411
Transmitter Location....One mile east of city limits, Palestine, Texas
Time on the Air.....8 a.m. to 6:30 p.m.
News Service .....Transradio
Transcription Service.....Standard Radio; Keystone Broadcasting System
Representative .....Cox & Tanz

Personnel

Station-Commercial Manager.....B. A. Laurie
Program Director.....L. M. Laurie
Chief Announcer.....Eugene Myers
Chief Engineer.....B. A. Laurie

•

K P D N

PAMPA—EST. 1936

MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM
TEXAS STATE NETWORK

Frequency: 1340 Kc.....Power: 100 Watts
Owned By.....R. C. Hoiles
Operated By.....Pampa News

Business Address.....Box 901
Phone Number 1100
Studio Address .....212 North Ballard
Transmitter Location.....East of city limits
Time on the Air.....7:30 a.m. to 7 p.m.
Newspaper Affiliation .....Pampa News
News Service ..... AP
Transcription Service ....World Broadcasting
Representative .....Mort Adams

Personnel

President.....R. C. Hoiles
General Manager.....Jack Hanna
Station-Commercial Manager..Wayne Phelps
Program-Publicity Director.....Lester Aldrich
Chief Engineer.....Howard Blaker

•

K P L T

PARIS—EST. 1936

MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....North Texas Broadcasting Company
Address .....Gibraltar Hotel
Phone Number 1124-5
Transmitter Location: 1¼ miles south on Texas Highway No. 24
Time on the Air: 6:30 a.m. to 12 Midnight;
Newspaper Affiliation.....Paris News
News Service .....AP
Transcription Service .....Standard Radio
Representative.....John E. Pearson Co.

Personnel

President.....A. G. Pat Mayse
Station-Commercial Manager...Patt McDonald
Program Director.....Ladelle McDowra
Chief Announcer.....Harvey Boyd
Chief Engineer.....Mitchell Secrest

•

K I U N

PECOS—EST. 1935

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 100 Watts
Owned-Operated By.....Jack W. Hawkins & Barney H. Hubbs
Address: KIUN Bldg., 306 South Cedar Street
Phone Number 21
Transmitter Location .....North of city
Time on the Air.....Unlimited license
Newspaper Affiliation.....Pecos Enterprise
Representative.....Cox & Tanz

Personnel

Co-Owner-General Manager....Jack Hawkins
Co-Owner-Publicity Director....Barney Hubbs
Program Director .....W. D. Martin, Jr.

•

K V O P

Plainview

250 W. *1400 Kc.* *C.P. Only*

K P A C

PORT ARTHUR—EST. 1934

MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK
LONE STAR CHAIN

Frequency: 1250 Kc.....Power: 1000 Watts
Owned-Operated By .....Port Arthur College
Address .....1500 Proctor Street
Phone Number 7458
Studio Address.....1515 Lakeshore Drive
Transmitter Location ....1515 Lakeshore Drive
Time on the Air.....6 a.m. to 12 midnight
News Service .....INS
Transcription Service .....Standard Radio
Representative.....Joseph Hershey McGillvra

Personnel

President .....Carl Vaughan
Station-Commercial Manager....Glenn Hewitt
Program Director-Traffic Manager .....Marjorie Vickers
Sales Promotion Manager.....Joan Simons
Production-Artists Bureau Manager, Corinne Enos
Publicity Director-Chief Announcer, Blewett Smyth
Musical Director.....Cliff Bruner
Chief Engineer.....Cliff Hamilton

•

K G K L

SAN ANGELO—EST. 1928

MBS—TEXAS STATE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....KGKL, Inc.
Address ..... St. Angelus Hotel
Phone Number 6715
Transmitter Location .....50 South Milton
Time on the Air.....7 a.m. to 11 p.m.
Newspaper Affiliation .....San Angelo Standard Times
News Service ..... AP
Representative.....John E. Pearson Co.

Personnel

President.....H. C. Ragsdale
Station Manager.....Lewis O. Seibert
Commercial Manager.....Myrl Stein
Sales Promotion Manager.....Allen Wilbanks
Program Director.....Evelyn Preston
Publicity Director.....Joecile Coffman
Chief Announcer.....Bob Kirchoff
Chief Engineer.....Frank M. Jones

•

K A B C

SAN ANTONIO—EST. 1926

BLUE NETWORK

MBS—TEXAS STATE NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Alamo Broadcasting Co.

Address.....223 Milam Bldg.
Phone Number .....Fannin 3126
Transmitter Location.....811 East Myrtle
Time on the Air.....6 a.m. to 12 Midnight
News Service .....UP
Representative.....Weed & Co.

Personnel

President.....R. Early Willson
Station Manager.....Hardy C. Harvey
Ass't Manager.....Bill Michaels
Commercial Manager.....Bill Joekel
Program Director.....Ted Eckman
Traffic Manager.....Mrs. C. A. Wendt
Chief Engineer.....Paul Wolf

•

K M A C

SAN ANTONIO—EST. 1930

Frequency: 1240 Kc.....Power: 250 Watts
Owned By: W. W. McAllister & Howard W. Davis, d/b as The Walmac Company
Operated By .....Walmac Company
Address.....Nat'l Bank of Commerce Bldg.
Phone Number ..... Cathedral 6211
Transmitter Location .....319 Avenue A
Time on the Air.....6 a.m. to 1 a.m.
News Service ..... INS
Representative .....Burn-Smith Company

Personnel

Manager.....Howard W. Davis
Program Director.....Tony Bessan
Chief Announcer.....Ray R. Hone
Musical Director.....Hunter Hancock
Chief Engineer.....Charles F. Harris

•

K O N O

SAN ANTONIO—EST. 1927

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By: Eugene J. Roth, d/b as Mission Broadcasting Company
Address .....317 Arden Grove
Phone Number .....Fannin 5171
Transmitter Location.....317 Arden Grove
Time on the Air.....6 a.m. to 12 Midnight
News Service ..... AP
Transcription Service .....Lang-Worth
Representative .....Forjoe & Company

Personnel

Owner.....Eugene J. Roth
Station Manager.....James M. Brown
Program Director.....Stanley A. Cox
Chief Announcer.....Ray Hunt
Chief Engineer.....George Ing

•

K T S A

SAN ANTONIO—EST. 1927

CBS—LONE STAR CHAIN

Frequency: 550 Kc....Power: 5000 d.; 1000 n.
Owned-Operated By....Sunshine Broadcasting Company
Address.....P.O. Box 1161
Phone Number .....Garfield 1251
Transmitter Location .....St. Hedwig Road
Time on the Air.....6 a.m. to 12 midnight
News Service .....UP
Transcription Service .....Lang-Worth; NBC Thesaurus
National Sales Office Address: Taylor-Howe-Snowden Group, Tower Petroleum Bldg., Dallas, Texas
Representative .....John Blair & Company

Personnel

President.....O. L. Taylor
Station Manager.....George W. Johnson
Chief Announcer.....Eston Pace
Chief Engineer.....Wm. Egerton

•

W O A I

SAN ANTONIO—EST. 1922

NBC—TEXAS QUALITY NETWORK

Frequency: 1200 Kc.....Power: 50000 Watts
Owned-Operated By.....Southland Industries, Inc.
Address .....1031 Navarro Street
Phone Number .....Garfield 4221
Transmitter Location .....Selma, Texas
Time on the Air.....6 a.m. to 12 midnight
News Service .....AP; INS
Transcription Service.... ....Standard Radio, Associated
Representative.....Edward Petry & Co., Inc.

Personnel

Pres. & General Manager.....Hugh A. L. Halff
Chairman of Board.....G. A. C. Halff
Commercial Manager .....Ellis Chaney
Sales Promotion.....Walter S. Zahrt
Program-Production Manager....Harold Carr
Publicity Director.....Walter S. Zahrt
Chief Engineer.....Fred Sterling

•

K R R V

SHERMAN—EST. 1936

MBS—TEXAS STATE NETWORK

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Operated By .....Red River Valley Broadcasting Corporation
Addresses .....421 N. Crockett St.; Fannin & Owing Sts., Denison, Texas.
Phone Numbers..201 (Sherman); 423 (Denison)
Transmitter Location.....Highway 75 (between Sherman and Denison)
Time on the Air.....6 a.m. to 12 midnight

Personnel

President.....G. H. Wilcox
Station Manager.....L. L. Hendrick

K X O X

SWEETWATER—EST. 1939

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Sweetwater Radio, Inc.
Operated By.....Mr. J. S. McBeath
Address.....Radio Bldg., P.O. Box 570
Phone Number 2341
Transmitter Location .....Highway No. 70
Time on the Air.....7 a.m. to 8 p.m.
Newspaper Affiliation.....Sweetwater Daily Reporter
News Service .....UP
Transcription Service .....NBC Thesaurus

Personnel

President.....J. S. McBeath
Station-Commercial Manager, J. Harley Hubbard
Program Director-Chief Announcer, Doyce Elliott
Publicity Director.....Frances Mickler
Chief Engineer.....George W. Dotson

K T E M

TEMPLE—EST. 1936

BLUE NETWORK
MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Bell Broadcasting Co., Inc.
Business Address.....P. O. Box 186
Phone Number 4646
Studio Address.....Kyle Hotel
Transmitter Location...6/10 mile north of city
Time on the Air.....Unlimited license
News Service .....UP

Personnel

President.....Frank W. Mayborn
Station-Sales Promotion Manager, Burton Bishop
Commercial Manager-Program Director, Charles Whitesides
Chief Engineer.....Paul Shaw

K C M C

TEXARKANA—EST. 1932

MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK
ARKANSAS NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By .....KCMC, Inc.
Address .....317 Pine St.
Phone Number 832
Transmitter Location .....317 Pine St.
Time on the Air.....6:30 a.m. to 11 p.m.
Newspaper Affiliation .....Texarkana Gazette; Texarkana News
News Service ..... AP
Transcription Service .....Standard Radio
Representative.....John E. Pearson Co.

Personnel

President .....C. E. Palmer
General Manager.....Frank O. Myers
Sales Manager.....Ernest Hackworth
Merchandising Manager.....Donald Myers
Program Director.....Kathryn Wiseman
Chief Announcer.....Leon Goodwin
Chief Engineer.....Paul McCaslin

K G K B

TYLER—EST. 1930

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By..East Texas Broadcasting Company
Address .....115 South College Street
Phone Number..... 1106
Transmitter Location.....Sandflat Road
Time on the Air.....6:55 a.m. to 10:15 p.m.
News Service ..... UP
Transcription Service .....Standard Radio

Personnel

President-Station Manager....James G. Ulmer
Commercial Manager.....Earl P. Duffie
Program Director.....Mrs. James G. Ulmer
Director of War Programs.....Allen Balch
Publicity Director.....Martha Davenport
Chief Announcer.....Edwin Smith
Chief Engineer.....John B. Sheppard

K V W C

VERNON—EST. 1939

MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK
KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Northwestern Broadcasting Co.
Address .....1813 Wilbarger Street
Phone Number 1048
Transmitter Location .....One mile due east of courthouse on highway extending from East Wilbarger Street
Time on the Air.....Unlimited License
News Service ..... AP
Transcription Service .....Standard Radio

Personnel

President-General Manager.... R. H. Nichols
Commercial Manager.....W. D. Dixon
Program Director .....Bro. Mingus
Musical Director..... John Allen
Chief Engineer.....Herman Ridgway

K V I C

VICTORIA—EST. 1939

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By .....Radio Enterprises, Inc.
Business Address..Victoria Bank & Trust Bldg.
Phone Number 2172
Studio Address.....Cuero Highway
Transmitter Location .....Victoria
Time on the Air.....Unlimited License
News Service ..... UP
Transcription Service: World; Keystone Broadcasting System

Personnel

President .....Morris Roberts
Commercial-Production Manager..Jerry Fisher
Program Director.....Margaret True
Chief Announcer.....Robert Premont
Chief Engineer.....Robert McCown

•

WACO

WACO—EST. 1922

BLUE NETWORK
MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Frontier Broadcasting Co., Inc.
Address .....Amicable Life Bldg.
Phone Number 2700
Transmitter Location .....Amicable Life Bldg.
Time on the Air.....6:30 a.m. to 11 p.m.
Newspaper Affiliation....Waco News-Tribune & Times Herald
News Service ..... UP
Representative.....Weed & Co.

Personnel

Station Manager.....R. E. Lee Glasgow
Musical Director.....Mary Holiday
Chief Engineer.....L. H. Appleman

•

KRGV

WESLACO—EST. 1926

NATIONAL BROADCASTING CO.
LONE STAR CHAIN

Frequency: 1290 Kc.....Power: 1000 Watts
Owned-Operated By.....KRGV, Inc.
Address ..... 201 Border
Phone Number 375-6
Transmitter Location .....201 Border
Time on the Air: 6 a.m. to 12 Midnight; Sundays, 7 a.m. to 12 Midnight
News Service ..... UP
Transcription Service.....NBC Thesaurus; Standard
National Sales Office Address: 805-6 Tower Petroleum Building, Dallas, Texas
Representative .....Howard H. Wilson Co.

Personnel

President.....O. L. Taylor
Station Manager.....Archie J. Taylor
Sales Manager..... Phil D. Dixon
Program-Production Director....Dick Watkins
Chief Engineer.....O. L. Hartwig

•

KWFT

WICHITA FALLS—EST. 1938

COLUMBIA BROADCASTING SYSTEM

Frequency: 620 Kc.....Power: 5000 d.; 1000 n.
Owned-Operated By.....Wichita Broadcasting Company
Business Address.....Harvey Snider Bldg.
Phone Number 4182
Studio Address ..... Kemp Hotel
Transmitter Location ....2½ miles northwest of Wichita Falls
Time on the Air.....Unlimited License
News Service ..... UP
Transcription Service.....Standard Radio; C. P. MacGregor
Representative.....Paul H. Raymer Co.

Personnel

President.....Joseph B. Carrigan
General Manager.....Charles E. Clough
Merchandising Manager-Publicity-Program Director.....A. L. Pierce
Traffic Manager.....David E. Chapman
Musical Director.....Lucille Crouch
Chief Engineer.....John Adams

Telescripts

are available

ONLY on the

special AP

radio news

wire.

UTAH

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

K S U B

CEDAR CITY—EST. 1937

KEYSTONE BROADCASTING SYSTEM
INTERMOUNTAIN NETWORK

Frequency: 1340 Kc.....Power: 100 Watts
Owned-Operated By.....Southern Utah Broadcasting Co.
Address ..... Lunt Hotel
Phone Number 398
Transmitter Location...591 West 2nd South St.
Time on the Air.....9:30 a.m. to 10:15 p.m.
News Service ..... UP
Transcription Service...Keystone Broadcasting System
Representative....Jos. Hershey McGillvra, Inc.

Personnel

President & Gen. Mgr.....Leland M. Perry
Chief Announcer.....Jean Gronnert
Chief Engineer .....Hurschell Urie

•

K V N U

LOGAN—EST. 1938

KEYSTONE BROADCASTING SYSTEM
MBS
INTERMOUNTAIN NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Cache Valley Broadcasting Company
Business Address.....1393 N. Main St.
Phone Number 1400
Studio Address.....1393 North Main Street
Transmitter Location.....1393 North Main St.
Time on the Air.....6:30 a.m. to 11 p.m.
News Service ..... UP
Transcription Service .....Keystone
Representative...Jos. Hershey McGillvra, Inc.

Personnel

President ..... H. F. Laub
General Manager .....Reed Bullen
Musical Dir.....G. C. Robbins
Chief Engineer.....C. N. Layne

•

K L O

OGDEN—EST. 1930

MUTUAL BROADCASTING SYSTEM
INTERMOUNTAIN NETWORK

Frequency: 1430 Kc.....Power: 5000 Watts
Owned-Operated By.....Interstate Broadcasting Corporation
Business Address.....Hotel Ben Lomond, 411 Twenty-fifth St.
Phone Number.....5721; 5060 (transmitter)
Studio Addresses: Hotel Ben Lomand; David Kieth Bldg., Salt Lake City
Transmitter Location .....Kanesville, Utah
Time on the Air.....6:30 a.m. to 12 midnight
Newspaper Affiliation, Ogden Standard Examiner
News Service .....UP
Transcription Service.....Standard Radio
Representative .....Joseph Hershey McGillvra, Inc.

Personnel

President .....A. L. Glasmann
General Manager-Vice-President.....George C. Hatch
Station Manager.....Merrill J. Bunnell
Sales Promotion Manager.....Lynn Meyer
Program Director.....Cal Lowder
Accountant.....Guy H. Hurst
Musical Director .....Earl Donaldson
Chief Engineer.....W. D'Orr Cozzens

•

K E U B

PRICE—EST. 1936

MBS-INTERMOUNTAIN NETWORK
KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By .....Eastern Utah Broadcasting Co.
Business Address ..... Price
Phone Number ..... Price 200
Transmitter Location ....2.4 mi. NW. of Price, on U.S. Highway No. 50
Time on the Air.....Unlimited license
News Service .....UP
Representative .....Joseph Hershey McGillvra, Inc.

Personnel

President-General Manager ...Jack Richards
Chief Announcer .....Carl P. Wolfrom

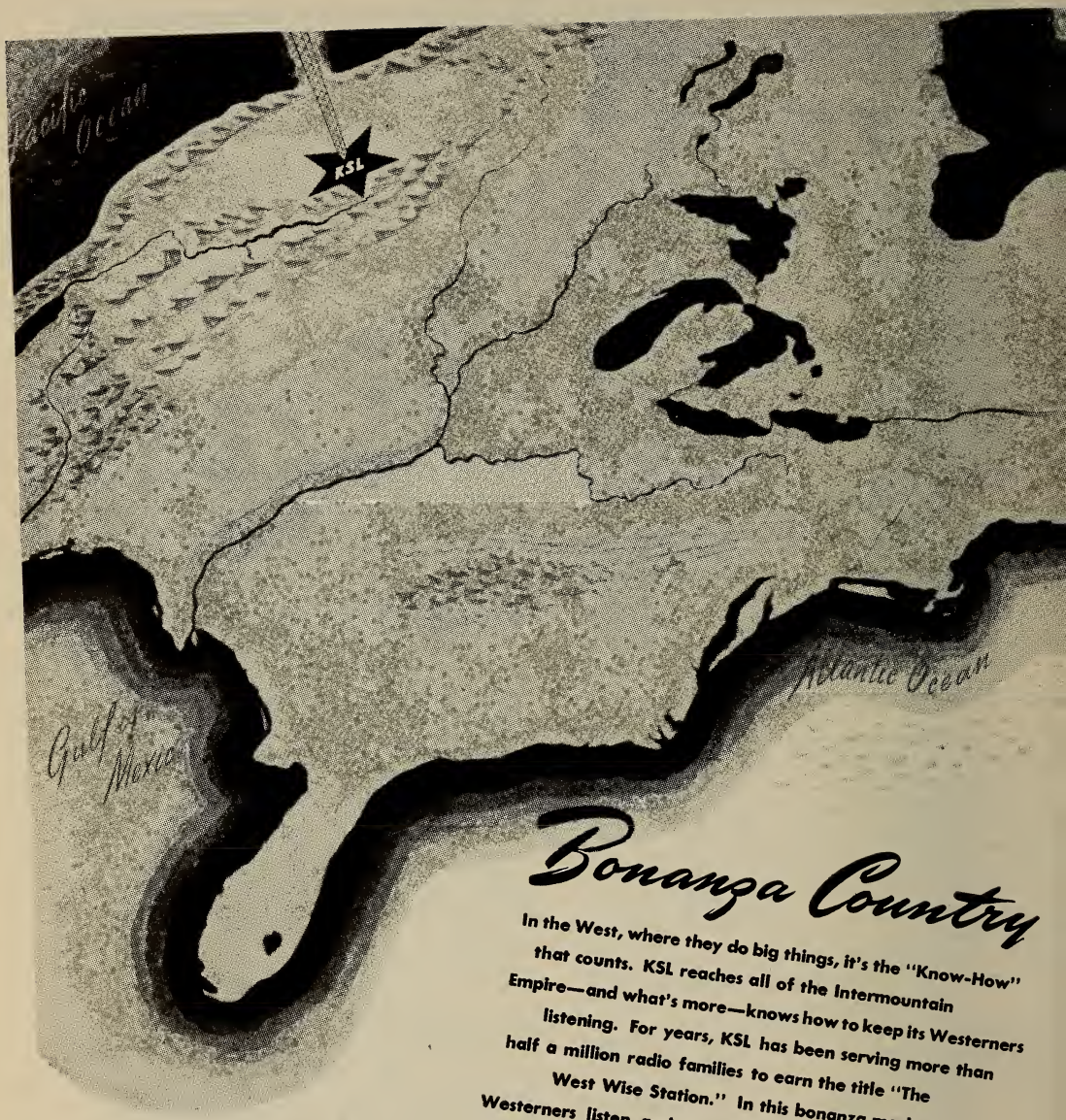
•

K O V O

PROVO—EST. 1939

MUTUAL BROADCASTING SYSTEM
INTERMOUNTAIN NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....KOVO Broadcasting Co.
Address .....108 West Center Street
Phone Number 1680
Transmitter Location....17 West 3rd South St.
Time on the Air.....6 a.m. to 12 midnight
News Service ..... UP
Representative .....Joseph Hershey McGillvra, Inc.



Bonanza Country

In the West, where they do big things, it's the "Know-How" that counts. KSL reaches all of the Intermountain Empire—and what's more—knows how to keep its Westerners listening. For years, KSL has been serving more than half a million radio families to earn the title "The West Wise Station." In this bonanza market, these Westerners listen and respond. They have the will and the cash to buy. That's why advertisers find that one station—the "West Wise" station — is the efficient way to sell the Intermountain Empire . . . Ask Petry.

585,026 RADIO FAMILIES LISTEN REGULARLY TO KSL Salt Lake City

Personnel

President.....Clifton A. Tolboe
Manager .....Arch L. Madsen
Sales Manager.....S. G. Carter
Sales Promotion Manager.....James Lawrence
Program Director-Chief Announcer.....W. Shirl Black
Publicity Director & News Editor.Wayne Kearl
Accountant ..... Donna Tolboe
Chief Engineer.....Gerald Peterson

•

KDYL

SALT LAKE CITY—EST. 1927

NATIONAL BROADCASTING CO.

Frequency: 1320 Kc.....Power: 5000 Watts
Owned-Operated By..... Intermountain Broadcasting Corporation
Address .....Tribune-Telegram Bldg.
Phone Number 5-2991
Transmitter Location .....9th West & 33rd South
Time on the Air.....5:30 a.m. to 1 a.m.
News Service ..... INS; UP
Transcription Service ....World Broadcasting System; NBC Thesaurus
Representative .....John Blair & Company

Personnel

President & General Manager..... S. S. Fox
Vice-President ..... Myron Fox
Secretary-Treasurer.....L. A. Loeb
Commercial Manager.....W. E. Wagstaff
Sales Promotion-Publicity.....Myron Fox
Program Director.....George A. Provol
Production Manager.....Alvin Pack
Chief Announcer.....John Woolf
Musical Director.....Bob Reese
Chief Engineer.....J. M. Baldwin

•

KSL

SALT LAKE CITY—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 1160 Kc.....Power: 50000 Watts
Owned-Operated By.....Radio Service Corporation of Utah
Address.....Union Pacific Bldg.
Phone Number .....(Dial) 5-4641
Transmitter Location .....Saltair, Utah
Time on the Air.....Unlimited license
Newspaper Affiliation .....Salt Lake Tribune
Transcription Service .....Standard Radio; Lang-Worth; C. P. MacGregor
Representative .....Edward Petry & Company

Personnel

President.....J. Reuben Clark, Jr.
Executive Vice-President.....Earl J. Glade
Vice-Pres. & Station Manager.....Ivor Sharp
Sales Mgr.....Ed Broman

KUTA

SALT LAKE CITY—EST. 1938

BLUE NETWORK

Frequency: 570 Kc.....Power: 5000 Watts
Owned-Operated By.... Utah Broadcasting Co.
Address .....29 South State Street
Phone Number 3-2737
Transmitter Location .....North Salt Lake
Time on the Air.....6 a.m. to 1 a.m.
News Service .....UP
Transcription Service .....Standard Radio
Representative.....The Katz Agency

Personnel

President-General Manager..Frank C. Carman
Commercial Manager .....Jack Burnett
Program Director.....King Harmon
Production Manager.....Frank McIntyre
Publicity Director.....Mike Cassidy
Musical Director .....Jessie Seamons Taylor
Chief Engineer.....Lyle Wahlquist



VERMONT

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

W C A X

BURLINGTON—EST. 1931

COLUMBIA BROADCASTING SYSTEM

Frequency: 620 Kc.....Power: 1000 Watts
Owned-Operated By.....WCAX Broadcasting Corp.
Business Address.....203 College Street
Studio Address.....137 Main St.
Phone Number.....Burlington 2000
Transmitter Location.....Colchester, Vermont
Time on the Air: 6:55 a.m. to 11:15 p.m.; Sundays, 8 a.m. to 11:15 p.m.
News Service .....UP
Transcription Service, Associated Recorded Program Service
Representative .....Weed & Company

Personnel

President-Station Manager....C. P. Hasbrook
Asst. Manager.....Robert A. Kelley
Chief Announcer.....W. L. Markle
Production Manager-Publicity Director .....Herman B. Wight
Chief Engineer.....John C. Quill

•

W S Y B

RUTLAND—EST. 1930

MUTUAL BROADCASTING SYSTEM
YANKEE NETWORK
KEYSTONE BROADCASTING SYSTEM

Frequency: 1380 Kc.....Power: 1000 Watts
Owned-Operated By.....P. Weiss Music Co.
Address ..... 80 West Street
Phone Number 1247
Transmitter Location .....Creek Road
Time on the Air .....Unlimited license
News Service .....UP
Transcription Service..Keystone Broadcasting System, Langworth
Representatives .....Joseph Hershey McGillvra, Inc.; R. C. Foster

Personnel

President .....Philip Weiss
Station Manager-Program Director..J. H. Weiss
Commercial-Sales Promotion Manager .....George Field
Production Manager-Chief Announcer .....Lee Morrison
Chief Engineer.....David Lyons

•

W W S R

ST. ALBANS——EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1420 Kc.....Power: 1000 Watts
Owned-Operated By.....Vermont Radio Corp.
Address .....32 N. Main St.
Phone Number 1390
Transmitter Location.....St. Albans Town, Vt.
Time on the Air..Local sunrise to local sunset
News Service .....AP
Transcription Service .....World
Representative .....Howard H. Wilson Co.

Personnel

President ..... Lloyd E. Squier
Station Manager.....Winston L. Blake
Program Director-Chief Anouncer.....Eugene F. Griffin
Chief Engineer.....Theodore Boisvert

•

W D E V

WATERBURY—EST. 1931

KEYSTONE BROADCASTING SYSTEM

Frequency: 550 Kc.....Power: 1000 Watts
Owned-Operated By .....Lloyd E. Squier & William G. Ricker
Address ..... 8 Stowe St.
Phone Number 13-2
Transmitter Location .....Blush Hill
Time on the Air.....Local sunrise to sunset
News Service ..... UP
Transcription Service.....World Broadcasting System
Representative .....Howard H. Wilson Co.

Personnel

Station Manager.....Lloyd E. Squier
Commercial and Sales Promotion Manager, William G. Ricker
Chief Announcer-Musical Director .....John Williams
Chief Engineer ..... Paul Hurd

The RED CROSS NEEDS YOUR HELP

✚

VIRGINIA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

W C H V

CHARLOTTESVILLE—EST. 1932

THE BLUE NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Barham & Barham
Address .....Fourth & East Market Sts.
Phone Number 2500
Transmitter Location.....Richmond Road
Time on the Air.....7 a.m. to 12 midnight
News Service ..... UP
Transcription Service.....Associated Music
Representative.....Cox & Tanz

Personnel

President-Station Manager.Charles Barham, Jr.
Commercial Manager.....Randolph Bean
Program Director..... Ed Hase
Sales Promotion Mgr.....Nat Martin
Production Manager .....Mary Wyne
Chief Engineer.....Walter W. Gray

W K E Y

COVINGTON—EST. 1941

THE BLUE NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Earl M. Key
Business Address.....P.O. Box 629
Studio Address.....217½ Main Street
Phone Number 840
Transmitter Location..2 mi. East of Covington
Time on the Air.....7:00 a.m.-11:00 p.m.
News Service .....UP
Transcription Service .....NBC Thesaurus

Personnel

Owner & Manager.....Earl M. Key
Program Director.....Margaret Sencindiver
Publicity Production Mgr.....Trevor Kelford
Chief Announcer & Musical Dir.....Bill Ward
Chief Engineer.....James Garber

W B T M

DANVILLE—EST. 1930

BLUE NETWORK
MUTUAL BROADCASTING SYSTEM
TRI-CITY STATIONS
(WLVA-WBTM-WSLS)

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By .....Piedmont Broadcasting Corporation
Address .....Hotel Danville Building
Phone Number 2350
Transmitter Location..River Road, Route No. 29
Time on the Air.....7 a.m. to 12 midnight
News Service ..... Transradio
Transcription Service .....Lang-Worth

Personnel

President.....L. N. Dibrell
Station Manager.....R. Sanford Guyer
Commercial Manager.....A. C. Evans
Program Director.....W. P. Heffernan
Sales Promotion.....Edw. G. Gardner
Production & Publicity Director.C. G. Rianhard
Musical Director.....Jacqueline Jones
Chief Engineer.....Harry W. Spencer

W F V A

FREDERICKSBURG—EST. 1939

BLUE NETWORK

Frequency 1290 Kc.....Power: 250 Watts
Owned-Operated By....Fredericksburg Broadcasting Corporation
Address .....Farmer's Creamery Building
Phone Number 1260
Transmitter Location ....Two miles south of Fredericksburg on King's Highway
Time on the Air..Local sunrise to local sunset
News Service ..... UP
Transcription Service .....Keystone Broadcasting System
Representative .....Burn-Smith Corp.

Personnel

President.....Richard F. Lewis, Jr.
General Manager.....Nan Winkler
Program Director.....Jean Beckwith
Chief Announcer.....Charles Moffett
Musical Director.....Archie Smith
Chief Engineer.....Phil Whitney

W S V A

HARRISONBURG—EST. 1935

Frequency: 550 Kc.....Power: 1000 Watts
Owned-Operated By.....Shenandoah Valley Broadcasting Corporation
Address .....Newman Building
Phone Number.....875 or 550
Transmitter Location .....Five miles south of Harrisonburg on U. S. Route 11
Time on the Air ..... 6 a.m. to local sunset
News Service .....UP
Transcription Service .....World Broadcasting System
Representative.....Howard H. Wilson Co.

Personnel

President.....Frederick L. Allman
Station Manager .....Charles P. Blackley
Commercial-Sales Promotion Manager .....Robert B. Harrington
Program Director .....Richard H. Johnson
Chief Announcer & News Editor, Richard Eyrick
Artists Bureau.....G. L. Johnson
Chief Engineer.....Warren L. Braun

WLVA

LYNCHBURG—EST. 1930

BLUE NETWORK
MUTUAL BROADCASTING SYSTEM
TRI-CITY STATIONS (WLVA-WBTM-WSLS)

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By .....Lynchburg Broadcasting Corp. ....
Address .....Allied Arts Bldg.
Phone Number 3030
Transmitter Location.....Lynchburg, Va.
Time on the Air.....7 a.m. to 12:05 a.m.
News Service ..... Transradio
Transcription Service....Lang-Worth; Standard Radio
Representative.....Tri-City Stations Assn.

Personnel

President .....Edw. A. Allen
Station Manager .....Philip P. Allen
Commercial Manager.....Joseph F. Wright
Production Mgr.....C. G. Read
Publicity Mgr.....H. D. Wagers
Dir. War Programs.....C. E. Taylor
Program Director.....Evelyn M. Hamlet
Chief Announcer.....Wayne Tyler
Musical Director.....Gale Pearson
Chief Engineer .....John Orth

•

WMVA

MARTINSVILLE—EST. 1941

NATIONAL BROADCASTING CO.
KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power 250 Watts
Owned-Operated By.....Martinsville Broadcasting Co., Inc.
Address.....Thomas Jefferson Hotel
Phone Number 2152
Transmitter Location.....Figsboro Road
Time on the Air.....7 a.m. to 11:15 p.m.
News Service .....Transradio
Transcription Service: Lang-Worth; Keystone Broadcasting System
Representative.....Howard H. Wilson Co.

Personnel

President .....William C. Barnes
Station Manager.....John W. Shultz
Commercial-Production Manager.....C. Robert Ray
Program Director.....Bob Kent
Sales Promotion.....Chas. Slate
Director of War Programs....Barbara Harding
Chief Announcer.....Bob Kent
Chief Engineer.....D. W. Muse

•

WGH

NEWPORT NEWS—EST. 1928

BLUE NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Hampton Roads Broadcasting Corporation
Business Address .....Portlock Bldg., Norfolk, Va.
Phone Number 27031
Studio Addresses: Portlock Bldg., Norfolk; Warwick Hotel, Newport News, Va.; Daily Press Bldg., Newport News, Va.
Transmitter Location ...End Jefferson Avenue, Newport News, Va.
Time on the Air: 6 a.m. to 1 a.m.; Sundays, 8 a.m. to 1 a.m.
Newspaper Affiliation: Newport News Daily Press; Newport News Times-Herald
News Service ..... AP
Transcription Service .....Standard Radio; Lang-Worth
Representative .....Burn-Smith Company

Personnel

President.....Raymond B. Bottom
V.P.-General Manager.....Edward E. Bishop
Commercial Manager.....Edward E. Edgar
Program Director.....Jack A. Black
Chief Announcer.....Joel F. Wahlberg
Musical Dir.....R. Harrell
Chief Engineer.....Wm. P. Grether

•

WTAR

NORFOLK—EST. 1923

NATIONAL BROADCASTING CO.

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Operated By....Norfolk Newspapers, Inc.
Address ...National Bank of Commerce Bldg.
Phone Number..... 25671
Transmitter Location .....Glen Rock
Time on the Air.....Unlimited license
Newspaper Affiliation .....Norfolk Newspapers, Inc.
News Service.....AP; UP
Transcription Service: Standard Radio; Lang-Worth
Representative .....Edward Petry & Co.

Personnel

President.....Paul S. Huber
General Manager.....Campbell Arnoux
Commercial Manager.....John W. New
Program Director....Henry Cowles Whitehead
Chief Announcer.....Jeff Baker
Director of Sports.....Blair Eubanks
Publicity Director.....Helen Sierer
Traffic Manager.....Bill Searle
Production Manager.....Vaughn Bradshaw
Asst. Promotion Director.....Frances McLeod
Musical Dir.....Bailey Barco

•

WSAP

PORTSMOUTH—EST. 1943

MUTUAL BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts

Owned-Operated By..Portsmouth Radio Corp.
Address .....Professional Bldg.
Phone Number 6383
Transmitter Location.....Portsmouth, Va.
Time on the Air: 6:00 a.m.-2:00 a.m.; Sunday, 8:00 a.m.-200 a.m.
News Service .....UP
Transcription Service .....World

Personnel

President.....Tom E. Gillman
General Manager.....T. W. Aydlett
Sales Mgr.....Jack Norfleet
Promotion & M'dsing.....Bob King
Program Director.....John Maupin
Traffic Mgr.....Bettye Jarboe
Continuity .....Fay Rosenthal
Chief Engineer.....E. D. Pulley

•

W B B L

RICHMOND—EST. 1924

Frequency: 1240 Kc.....Power: 100 Watts
Owned-Operated By.....Grace Covenant Presbyterian Church
Address .....1627 Monument Avenue
Phone Number..... 57941
Transmitter Location ...1627 Monument Ave.
Time on the Air: Special hours on Sundays only

Personnel

Chairman Radio Comm.....C. H. Liesfeld
Station Manager.....M. A. Sitton
Chief Engineer.....R. W. Raabe
(Non-Commercial Station)

•

W M B G

RICHMOND—EST. 1926

NATIONAL BROADCASTING CO.

Frequency: 1380 Kc.....Power: 5000 Watts
Owned-Operated By.....Havens & Martin, Inc.
Address .....3301 West Broad Street
Phone Number 5-8611
Transmitter Location.....Staples Mill Road
Time on the Air.....6:30 a.m. to 1 a.m.
News Service .....Transradio
Transcription Service .....NBC Thesaurus
Representative .....John Blair & Company

Personnel

President & Station Manager.....Wilbur M. Havens
National Sales and Promotion Manager, R. E. Mitchell
Chief Announcer.....Jack Hooper
Program Director.....K. Hawks
Director of War Programs-Production Manager.....J. F. Skinnell
Publicity Director.....G. Ellington
Musical Director.....Joseph Jehlen
Chief Engineer.....Wilfred H. Wood

W R N L

RICHMOND—EST. 1927

BLUE NETWORK
MUTUAL BROADCASTING SYSTEM

Frequency: 910 Kc.....Power: 5000 Watts
Owned-Operated By.....Richmond Radio Corporation
Address .....323 E. Grace St.
Phone Number 33436
Transmitter Location .....Wilkinson Road
Time on the Air.....5:30 a.m. to 1 a.m.; Sundays, 7 a.m. to 1 a.m.
News Service .....AP
Transcription Service .....Associated Music Publishers
Representative.....Edward Petry & Co.

Personnel

President.....John Stewart Bryan
Vice-President.....Dr. D. S. Freeman
Secretary-Treasurer.....J. D. Wise
Station Manager.....E. S. Whitlock
Production Manager.....G. Mallory Freeman
Publicity Director.....Bette Patton
Musical Director.....Eddie Weber
Assistant Chief Engineer.....Ernest Bowman
Chief Engineer.....Rudolph W. Raabe



WRVA

RICHMOND—EST. 1925

CBS

Frequency: 1140 Kc.....Power: 50000 Watts
Owned-Operated By.....Larus & Brother Co.
Business Address.....Hotel Richmond
Phone Number 3-6633
Studio Addresses: Hotel Richmond; 1506 Colley Ave., Norfolk, Va.
Transmitter Location .....Edgeworth, Henrico County, Va.
Time on the Air: 6 a.m. to 1 a.m.; Sunday, 8 a.m. to 1 a.m.
News Service .....UP
Transcription Service.....World Broadcasting System; Lang-Worth; Davis & Schwegler
Representative .....Paul H. Raymer Co.

Personnel

General Manager.....C. T. Lucy
Business Manager.....Barron Howard
Program Director.....Irvin G. Abeloff
Production Manager.....E. Ward Adams
Publicity Director.....Edna F. Stevens
Chief Engineer.....D. C. Woods

•

WDBJ

ROANOKE—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 960 Kc.....Power: 5000 Watts
Owned-Operated By.....Times-World Corp.
Business Address.....124 West Kirk Avenue
Phone Number 8131
Transmitter Location...Colonial Ave., Colonial Heights
Time on the Air: 6 a.m. to 12:05 a.m.; Sundays, 8 a.m. to 12 midnight
Newspaper Affiliation .....Roanoke Times; Roanoke World News
News Service .....UP
Transcription Service.....Lang-Worth; WBS
Representative .....Free & Peters, Inc.

Personnel

President.....J. P. Fishburn
Station Manager.....Ray P. Jordan
Commercial Manager.....Frank D. Kesler
Program-Publicity Director.....Jack Weldon
Production Manager.....Irving Sharp
Musical Director.....Eve Nininger
Chief Engineer.....J. W. Robertson

•

WSLS

ROANOKE—EST. 1940

BLUE NETWORK
MUTUAL BROADCASTING SYSTEM
TRI-CITY STATIONS (WLVA-WBTM-WSLS)

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.... Roanoke Broadcasting Corp.
Address .....Shenandoah Life Building
Phone Number 9227
Transmitter Location .....Shenandoah Life Building
Time on the Air: 6 a.m. to 12:01 a.m.; Sundays, 8 a.m. to 12:01 a.m.
News Service ..... Transradio
Transcription Service .....NBC Thesaurus; Langworth
Representative .....Tri-City Stations

Personnel

President .....Paul C. Buford
Station Manager.....James H. Moore
Commercial Manager.....Horace Fitzpatrick
Production Manager.....Edward D. Skotch
Program Dir.....Bill Saunders
Chief Announcer.....Walter Harris
Chief Engineer.....Philip Briggs

•

WLPM

SUFFOLK—EST. 1940

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By ....Suffolk Broadcasting
Address .....105 Bank Street
Phone Number 1420
Transmitter Location .....Route No. 460
Time on the Air.....16 hours daily
News Service .....UP
Transcription Service .....NBC Thesaurus
Representative .....Sears & Ayer

Personnel

President-Station Manager.....Fred L. Hart
Sales Mgr.....Virginia Rawls
Program Director .....Floyd V. Cozad
Musical Director.....Sylvia Taylor
Chief Engineer.....Fred Wagner

•

WINC

WINCHESTER—EST. 1941

THE BLUE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By...Richard Field Lewis, Jr.
Address .....Kerr St.
Phone Number .....Winchester 4855
Transmitter Location .....WINC Bldg.
Time on the Air.....7 a.m. to 11:00 p.m.

Personnel

Owner-General Manager..Richard Field Lewis
Commercial Manager-Program Director
Grant Pollock
Chief Engineer.....R. F. Lewis, Jr.

WASHINGTON

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

KXRO

ABERDEEN—EST. 1926

MUTUAL—DON LEE BROADCASTING CO.
PACIFIC BROADCASTING CO.

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....KXRO, Inc.
Business Address.....P. O. Box 1120
Phone Number .....Aberdeen 4098
Studio Address.....207 East Market Street
Transmitter Location.....Finch Farms
Time on the Air: 7 a.m. to 10:30 p.m.; Sundays, 8:00 a.m. to 9:45 p.m.
News Service .....UP
Transcription Service.....Standard Radio
Representative.....Howard H. Wilson Co.

Personnel

President.....Harry R. Spence
Commercial Manager.....Fred G. Goddard
Production Manager-Chief Announcer
Art Lindsey
Publicity Director.....Ruth Poindexter
Record MC.....Bill Cunningham
Sales Promotion.....Ross W. Bates
Program Dir.....Edith Garret
Musical Director.....Betty Boyer
Chief Engineer.....K. Grinde

•

KVOS

BELLINGHAM—EST. 1927

Frequency: 790 Kc.....Power: 250 Watts
Owned-Operated By.....KVOS, Inc.
Address .....KVOS Bldg.
Phone Number..... 4200
Transmitter Location.....900 Roeder Ave.
Time on the Air .....Unlimited license
News Service .....UP

Personnel

President .....Rogan Jones

•

KELA

CENTRALIA AND CHEHALIS
EST. 1937

MUTUAL—DON LEE

Frequency: 1470 Kc.....Power: 1000 Watts
Owned-Operated By.....Central Broadcasting Corporation
Address ..... Kela Bldg.
Phone Numbers ....Centralia 721: Chehalis 721
Transmitter Location: Kela Bldg., (Midway between Centralia and Chehalis)
Time on the Air.....6:55 a.m. to 11:00 p.m.
News Service..... UP
Transcription Service.....Lang-Worth; C. P. MacGregor
Representatives: Howard H. Wilson Co.; Homer Owen Griffith (Los Angeles, San Francisco); John Keating (Portland); Romig Fuller (Seattle)

Personnel

President .....J. Elroy McCaw
Manager .....Joe Chytil
Commercial Manager .....Robert Brister
Sales Promotion Manager.....Schuyler Hill
Program Director.....Mabel A. Gwinn
Publicity Director.....Elsie Gaylord
Director of War Programs.....Frank Kucera
Chief Announcer.....Melvin York
Chief Engineer.....Ellwood Lippencott

•

KEVE

EVERETT—EST. 1941

Frequency: 1460 Kc.....Power: 500 Watts
Owned-Operated By.....Cascade Broadcasting Company, Inc.
Business Address.....815 Securities Bldg.,
Phone Number.....Seneca 2726
Studio Address.....8th & Broadway
Transmitter Location.....8th & Broadway
Time on the Air.....16 hours
News Service ..... AP
Transcription Service .....Lang-Worth

Personnel

President.....Dr. J. R. Binyon
General Manager.....Mrs. J. L. Fritsche
Sales Manager.....L. S. Lennox
Program Director.....Mrs. J. L. Fritsche
Chief Announcer.....David Gordon
Chief Engineer.....Ray Hilgers

•

KRKO

EVERETT—EST. 1920

MUTUAL—DON LEE

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By....Everett Broadcasting
Address .....Clark Building
Phone Numbers.....Main 526-867
Transmitter Location..... Everett
Time on the Air.....6:30 a.m.-11:15 p.m.

Personnel

President-Gen. Mgr.....Wm. R. Taft
Chief Engineer & Musical Dir.....Roy Towne

KWLK

LONGVIEW—EST. 1938

MBS—DON LEE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Twin City Broadcasting Corp.
Address .....National Bank of Commerce
Phone Number .....Longview 1500
Transmitter Location .....Ocean Beach Highway
Time on the Air .....Unlimited license
Transcription Service
C. P. MacGregor; NBC Thesaurus

Personnel

President .....Art Campbell
Station Manager .....C. O. Chatterton

•

KGY

OLYMPIA—EST. 1922 (non-Comm.) 1932 (Comm.)

MUTUAL—DON LEE
KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....KGY, Inc.
Address .....119 N. Washington, Rockway, Leland Bldg.
Phone Number 6636
Transmitter Location.....119 N. Washington
Time on the Air.....7 a.m. to 11 p.m.
News Service .....UP
Representative.....Howard Wilson & Co.

Personnel

President-Station Manager.....Tom Olsen
Sales Manager.....J. Harris Dorr
Program Director & War Prog....Eve Knutson
Chief Announcer.....Walt McGoffin
Production Manager-Chief Engineer
Walt McGoffin

•

KWSC

PULLMAN—EST. 1922

Frequency: 1250 Kc.....Power: 5000 Watts
Owned-Operated By.....State College of Washington
Address ..... Pullman
Phone Number 9021
Time on the Air: 6:45 a.m. to 10 p.m.; Thurs. off the air at 7:30 p.m.
News Service..... UP
Transcription Service .....Lang-Worth

Personnel

Station Manager.....Glenn Jones
Program Dir.....E. Barr
Chief Engineer.....Geo. Frese
(Non-Commercial Station)

KEVR

SEATTLE—EST. 1925

Frequency: 1090 Kc.....Power: 250 Watts
Owned-Operated By .....Evergreen Broadcasting Corporation
Address .....2102 Smith Tower
Phone Number .....Seneca 2056-7
Time on the Air .....Unlimited license
News Service .....UP
Transcription Service.....Standard Radio; Lang-Worth
Representative.....Wm. G. Rambeau Co.

Personnel

President.....A. W. Talbot
Station Manager.....Al Schuso
Program Dir.....E. J. Hamilton
Chief Engineer.....J. Kelley

•

KIRO

SEATTLE—EST. 1935 (1928 as KPCB)

COLUMBIA BROADCASTING SYSTEM

Frequency: 710 Kc.....Power: 50000 Watts
Owned-Operated By.... Queen City Broadcasting Co.
Address .....Cobb Building
Phone Number .....SEneca 1500
Transmitter Location.....Vashon-Maury Island, Wash.
Time on the Air .....24 hours daily
News Service .....AP-INS
Transcription Service .....World Broadcasting System; Standard Radio; Langworth Feature Programs
Representative ..... Free & Peters

Personnel

President.....Louis K. Lear
Vice-President-General Manager .....H. J. Quilliam
Asst. Business Mgr.-Director of National Sales .....Loren B. Stone
Local Sales Manager .....J. F. Hiddleston
Director of Operations.....Rowland Spence
Chief Announcer.....Rowland Spence
Director of Education.....Kenneth Yeend
Dir. of Publicity.....Marjorie B. DeGarmo
Sales Promotion.....Loren B. Stone
War Programs.....Norman Runions
Musical Director.....Max Dolin
Chief Engineer.....James Hatfield

•

KJR

SEATTLE—EST. 1921

THE BLUE NETWORK
NORTHWEST RADIO TRIANGLE

Frequency: 1000 Kc.....Power: 5000 Watts
Owned-Operated By .....Fisher's Blend Station, Inc.

Address .....Skinner Bldg.
Phone Number .....Elliott 5890
Transmitter Location .....2600 26th Ave., S. W. West Waterway
Time on the Air: 24 hours daily; except Thursday when off at Midnight to 5 a.m.
News Service ..... UP
Transcription Service .....NBC Thesaurus
Representative .....Paul H. Raymer Co.

Personnel

President.....O. W. Fisher
Station Manager.....Birt F. Fisher
Asst. Manager.....Bennett I. Fisher
Robt. Gentry
Commercial Manager .....W. B. Stuht
Publicity-Research-Advertising....Bill Moshier
Program Director.....Robt. Gentry
News Director .....Dick Keplinger
Chief Announcers.....Homer Pope, Harry Jordan
Chief Engineer.....Francis Brott

•

K O L

SEATTLE—EST. 1928

MUTUAL—DON LEE
PACIFIC BROADCASTING CO.

Frequency: 1300 Kc.....Power: 5000 Watts
Owned-Operated By: Seattle Broadcasting Co.
Address .....Northern Life Tower
Phone Number .....Main 2312
Transmitter Location.....1110 W. Florida St.
Time on the Air.....Unlimited license
Transcription Service: C. P. MacGregor; Associated Music Publishers; Standard Radio
Representative.....John Blair & Company

Personnel

President-Station Manager.....Archie Taft
Assistant Manager.....Oliver A. Runchey
Commercial Manager.....Archie Taft, Jr.
Program & Production Director...Jerry Morris
Publicity Director.....Elisabeth Leonard
Chief Announcer .....Wheeler Smith
Musical Director.....Francis Armstrong
Chief Engineer .....Perry C. Lind

•

K O M O

SEATTLE—EST. 1925

NATIONAL BROADCASTING CO.
NORTHWEST RADIO TRIANGLE

Frequency: 950 Kc.....Power: 5000 Watts
Owned-Operated By.....Fisher's Blend Station, Inc.
Address .....Skinner Bldg.
Phone Number .....Elliott 5890
Transmitter Location....2600 26th Ave., S.W.
Time on the Air: 5:30 a.m. to 12 midnight; Sundays, 8 a.m. to 11 p.m.
News Service .....AP
Transcription Service.....NBC Thesaurus
Representative .....Edward Petry & Co.

Personnel

President.....O. W. Fisher
Station Manager.....Birt F. Fisher
Asst. Mgr.....Bennett I. Fisher
Commercial Manager.....W. B. Stuht
Research-Advertising Manager...Bill Moshier
Program Director Production Manager Robt. Gentry
Dir. War Programs.....John Pearson
News Director.....Dick Keplinger
Chief Announcers.....Homer Pope, Harry Jordan
Auditor.....J. B. Henley
Chief Engineer.....Francis Brott

•

K R S C

SEATTLE—EST. 1926

Frequency: 1150 Kc.....Power: 1000 Watts
Owned-Operated By .....Radio Sales Corporation
Address .....2939 Fourth Avenue South
Phone Number.....Elliot 7900
Transmitter Location ...2939 Fourth Ave. South
Time on the Air.....6:45 a.m. to 12 Midnight
News Service .....AP
Transcription Service .....Associated Music Publishers; Lang-Worth; C. P. MacGregor

Personnel

President.....P. K. Leberman
Station Manager.....Robt. E. Priebe
Commercial Manager.....R. C. Fuller
Program & Musical Director.....Ted Bell
Chief Engineer.....George A. Freeman

•

K T W

SEATTLE—EST. 1920

Frequency: 1250 Kc.....Power: 1000 Watts
Owned-Operated By....The First Presbyterian Church of Seattle
Address .....7th & Spring Sts.
Phone Number .....Main 4177
Transmitter Location.....Seattle
Time on the Air.....Shares time with KWSC

Personnel

Pastor and Station Manager .....Dr. M. A. Matthews

(Non-Commercial Station)

•

K X A

SEATTLE—EST. 1928

Frequency: 770 Kc. .....Power: 1000 Watts
Owned-Operated By .....American Radio Telephone Co.
Address .....Bigelow Bldg.
Phone Number ..... Seneca 1000

Transmitter Location ....Second Avenue and Union Street
Time on the Air: 6:30 a.m. to local sunset; 10 p.m. to 3 a.m.
News Service .....UP
Representative.....Howard H. Wilson Co.

Personnel

President.....R. F. Meggee
Vice-President & Station Manager Florence Wallace
Sales Mgr.....Rodney McArdle
Program Dir.....Helen Brennan
Publicity Director.....Marjorie Esterbrook
Chief Engineer .....John Dubuque

•

K F I O

SPOKANE—EST. 1922

MUTUAL-DON LEE

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Spokane Broadcasting Corporation
Business Address .....Fidelity-Ziegler Bldg.
Phone Number .....Riverside 8033
Transmitter Location...Fidelity-Ziegler Bldg.
Time on the Air: 6:30 a.m. to 11 p.m.; Sunday, 7:30 a.m. to 11:00 p.m.
News Service ..... UP
Transcription Service.....NBC Thesaurus

Personnel

President .....Arthur L. Smith
Station-Commercial Manager Richard G. McBroom
Program Director .....G. Longmeier
Chief Engineer.....Dee Waymire

•

K F P Y

SPOKANE—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 920 Kc.....Power: 5000 Watts
Owned-Operated By.....Symons Broadcasting Company
Address .....Symons Building
Phone Number .....Main 1218
Transmitter Location .....Route No. 3
Time on the Air: 6 a.m. to 12:05 a.m.; Sundays, 7:00 a.m.-12:05 a.m.
News Service ..... UP
Transcription Service: Lang-Worth; Standard Radio; C. P. MacGregor
Representative .....The Katz Agency, Inc.

Personnel

President .....Mrs. Frances R. Symons
Vice-President-Station Manager Arthur L. Bright
Manager of Sales & Public Relations Richard O. Dunning
National Sales & Program Promotion Manager .....Richard E. Green
Program Manager.....R. W. Brazeal
Director of War Programs ...Katherine Leuer
Production Manager .....Harold Bratsberg
Farm Editor.....E. W. Jorgenson
Musical Director .....Arthur Zepp
Chief Engineer .....George Langford

•

K G A

SPOKANE—EST. 1933

BLUE NETWORK

Frequency: 1510 Kc.....Power: 10000 Watts
Owned-Operated By .....Louis Wasmer
Address .....Radio Central Building
Phone Number ..... Main 5383
Transmitter Location.....4102 S. Regal
Time on the Air..18 hrs. daily, 16 hrs. Sundays
Transcription Service .....Associated
Representative.....Edw. Petry & Co., Inc.

Personnel

Owner .....Louis Wasmer
General Manager .....Harvey Wixson
Program Dir.....Curtis Roberts
Musical Dir.....Earl Shinkosky
Chief Engineer.....G. Grady

•

K H Q

SPOKANE—EST. 1920

NATIONAL BROADCASTING CO.

Frequency: 590 Kc.....Power: 5000 Watts
Owned-Operated By.....Louis Wasmer, Inc.
Address .....Radio Central Building
Phone Number .....Main 5383
Transmitter Location .....4102 South Regal
Time on the Air..18 hrs. daily, 17 hrs. Sundays
News Service .....AP
Transcription Service Associated Music Publishers
Representative .....Edward Petry & Co., Inc.

Personnel

Owner.....Louis Wasmer, Inc.
General Manager .....Harvey Wixson
Same as KGA

•

K M O

TACOMA—EST. 1922

MUTUAL—DON LEE NETWORK
PACIFIC BROADCASTING CO.

Frequency: 1360 Kc.....Power: 5000 Watts
Owned-Operated By.....Carl E. Haymond
Business Address.....914 Broadway
Phone Number.....Main 4144
Transmitter Location .....Tacoma-Seattle Highway
Time on the Air: 6 a.m. to 12 midnight; Sundays, 7:00 a.m. to 11:00 p.m.
News Service .....UP
Transcription Service World Broadcasting System
Representatives.....John Blair & Co.; John Keating (Portland)

Personnel

Owner-General Manager....Carl E. Haymond
Station Manager.....J. A. Murphy
National Sales Manager...Seymour O. Spring
Local Sales Manager.....Jerry Geehan
Program Director .....Verne Sawyer
Traffic Manager .....Jack Clarke
Chief Announcer.....Arnold Benum
Musical Director.....Marion Kay
Auditor .....Paul F. Benton
Chief Engineer.....Joe Kolesar

•

K T B I

TACOMA—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Tacoma Broadcasters, Inc.
Address .....212 Puget Sound Bank Bldg.
Phone Number .....BRoadway 2241
Transmitter Location .....Tacoma
Time on the Air.....Unlimited License
News Service .....AP
Transcription Service .....Standard Radio
Representative .....Cox & Tanx

Personnel

President & Mgr.....C. C. Cavanaugh
Sales Mgr.....Harry Atwood
Sales Promotion.....G. F. Bjork
Program Dir.....Peg Mahaffay
Chief Announcer.....Burke Ormsby
Chief Engineer.....Jos. P. Ernst

•

K V I

TACOMA—EST. 1929

Frequency: 570 Kc.....Power: 5000 Watts
Owned-Operated By.....Puget Sound Broadcasting Company, Inc.
Business Address .....502 Rust Building
Phone Number .....Broadway 4211
Studio Addresses.....502 Rust Building
Transmitter Location ..Vashon Island, Wash.
Time on the Air: 5:30 a.m. to 11 p.m.; Sundays, 8 a.m. to 11 p.m.
News Service ..... AP
Transcription Service .....C. P. MacGregor; Associated Music Publishers; Lang-Worth
Representative .....George P. Hollingbery Co.

Personnel

President & Station Manager .....Vernice Irwin
Commercial Manager.....Earl T. Irwin
Program Director .....Larry Huseby
Traffic Manager .....Vyra Bryant
Chief Announcer.....Harry Long
Bookkeeper .....Deborah V. Webb
Chief Engineer .....Raymond Griese

K V A N

VANCOUVER—EST. 1939

Frequency: 910 Kc.....Power: 500 Watts
Owned-Operated By.....Vancouver Radio Corporation
Business Address.....707½ Main St.
Phone Number 150
Studio Address .....707½ Main St.
Transmitter Location...2915 Fruit Valley Road
Time on the Air .....Sunrise to sunset
News Service .....UP
Transcription Service
Langworth; Standard Radio

Personnel

President .....Sheldon F. Sackett
General Manager .....Ben E. Stone
Resident Manager .....S. W. McCready
Commercial Manager-Publicity Director
Marion Sexton
Sales Promotion.....F. J. Coumont
Program Director.....Sylvia Chandler
Chief Engineer .....S. W. McCready

•

K U J

WALLA WALLA—EST. 1928

KEYSTONE BROADCASTING SYSTEM
NORTHWEST NETWORK

Frequency: 1420 Kc.....Power: 1000 Watts
Owned-Operated By.....KUJ, Inc.
Business Address: Marcus Whitman Hotel, Second and Rose Streets
Phone Number 1230
Studio Address.....Marcus Whitman Hotel
Transmitter Location: U. S. Highway No. 410 and Sudbury Road
Time on the Air .....Unlimited license
News Service .....UP
Transcription Service:. World Broadcasting System; Lang-Worth
Representatives: Nat'l—Howard H. Wilson Co.; Romig Fuller (Seattle); John Keating (Portland)

Personnel

President and General Manager.....H. E. Studebaker
Commercial-Sales Promotion Manager
Norval Armes
Production .....Vernon Emmerson
Chief Announcer.....Danny Deaver
Continuity Director.....Adeline Bussard
Women's Features Director,
Virginia Van Hoy Lyon
Chief Engineer.....Milton MacLafferty

KPQ

WENATCHEE—EST. 1930

THE BLUE NETWORK

Frequency: 560 Kc.....Power: 1000 Watts
Owned-Operated By .....Westcoast Broadcasting Company
Address .....KPQ Bldg.
Phone Number 45; 875
Transmitter Location ..North End Miller Street
Time on the Air: 6 a.m. to 12 Midnight; Sunday, 9 a.m. to 12 Midnight
News Service ..... UP
Transcription Service.....NBC Thesaurus
Representative
Joseph Hershey McGillvra, Inc.

Personnel

President .....Rogan Jones
Station Manager.....Cole E. Wylie

KIT

YAKIMA—EST. 1929

MUTUAL—DON LEE BROADCASTING SYSTEM

PACIFIC BROADCASTING CO.

Frequency: 1280 Kc.....Power: 1000 Watts
Owned-Operated By .....Carl E. Haymond
Address.....414 E. Yakima Ave.
Phone Number 8115
Transmitter Location .....South of Yakima
Time on the Air: 6:00 a.m.-12 Midnight; Sundays, 8 a.m.-12 Midnight
News Service .....UP
Transcription Service ....Lang-Worth; World Broadcasting System
Representative...Jos. Hershey McGillvra, Inc.

Personnel

Owner.....Carl E. Haymond
Station Mgr.....James A. Murphy
Sales Mgr.....H. A. Miller
Publicity & Sales Promotion...Wm. B. Hansen
Program & Production Mgr.....C. A. Carlson
Musical Dir.....June Walks
Chief Engineer.....H. Murphy

WEST VIRGINIA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

WJLS

BECKLEY—EST. 1939

CBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Joe L. Smith, Jr.
Address .....WJLS Bldg.
Transmitter Location .....Teel Road
Phone Number 7311
Time on the Air: 7 a.m. to 12 midnight; Sundays, 7 a.m. to 12 midnight.
News Service ..... UP
Transcription Service.....NBC Thesaurus; Keystone Broadcasting System
Representative.....Burn-Smith Co., Inc.

Personnel

Owner .....Joe L. Smith, Jr.
Station-Commercial Manager
Herbert R. Kendrick
Program-Production Manager....Louis Rigsbee
Continuity Director.....Midge Lee
Chief Announcer.....Jack Pevora
Auditor.....V. Z. Cooper
Chief Engineer.....Al Ginkle

WHIS

BLUEFIELD—EST. 1928

BLUE NETWORK

NATIONAL BROADCASTING CO.

WEST VIRGINIA NETWORK

Frequency: 1440 Kc.....Power: 1000 d.; 500 n.
Owned-Operated By.....Daily Telegraph Printing Co.
Address .....Commerce Street
Phone Number .....WHIS
Transmitter Location .....Route No. 52, Harry Heights
Time on the Air.....5 a.m. to 12 midnight
Newspaper Affiliation....Bluefield Daily Telegraph; Sunset News
News Service.....UP
Transcription Service: World Broadcasting System; Lang-Worth
Representative .....The Katz Agency

Personnel

President.....H. I. Shott
Manager.....J. Lindsey Alley
Program Director.....Stuart Odell
Continuity Editor .....Janie Lambert
Publicity Director .....Elsia Thomas
News Editor .....Stuart Odell
Chief Engineer.....P. T. Flanagan

WCHS

CHARLESTON—EST. 1927

CBS—WEST VIRGINIA NETWORK

Frequency: 580 Kc.....Power: 5000 Watts
Owned-Operated By..... Charleston Broadcasting Co.
Address .....1616 Lee St.
Phone Number 28-131
Transmitter Location.....Kanawha Country Club Road
Time on the Air .....6 a.m. to 1 a.m.
News Service .....AP; UP
Transcription Service .....Standard Radio
Representative .....The Branham Co.

Personnel

President.....John A. Kennedy
Vice-President-Managing Director, Howard L. Chernoff
Technical Advisor.....Odes E. Robinson
Sales Promotion Manager.....Sam Molen
Program Director.....Jos. J. Herget
Director of War Programs ...Virgil L. Schmit
Traffic Director .....Carolyn Johnson
Musical Director..... Leah Perry
Chief Engineer.....Odes Robinson

(See Page 290)

WGKV

CHARLESTON—EST. 1939

NATIONAL BROADCASTING CO.

Frequency: 1400 Kc.....Power: 100 Watts
Owned-Operated By.....Kanawha Valley Broadcasting Company
Address .....210 Dickinson St.
Phone Number 37-541
Transmitter Location ....Coal Branch Heights
Time on the Air: 7 a.m. to 12:15 a.m.; Sunday, 8 a.m. to 12:15 a.m.
News Service ..... UP
Transcription Service .....NBC Thesaurus
Representative.Joseph Hershey McGillvra, Inc.

Personnel

Station Manager.....Joseph B. Matthews
Commercial Manager.....Robert Bowles
Sales Promotion-Publicity Director..Julius Glass
Program Director .....Phil Vogel
Continuity & Promotion.....Gilbert Canfield
Musical Director.....John MacLean
Chief Engineer.....Odes Robinson

WBLK

CLARKSBURG—EST. 1937

NATIONAL BROADCASTING CO.
THE WEST VIRGINIA NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Charleston Broadcasting Co.
Address .....444½ West Pike Street
Phone Number 3040
Transmitter Location ....Glen Elk, Clarksburg
Time on the Air.....7:30 a.m. to 12:05 a.m.
News Service .....AP
Transcription Service .....Standard
Representative .....The Branham Company

Personnel

President.....Commander John A. Kennedy
General Manager.....G. C. Blackwell
Program-Musical Director.....Don McWhorter
Publicity Director .....David Grubb
Chief Announcer.....Jerome McDevitt
Chief Engineer.....Jos. A. Wright

WMMN

FAIRMONT—EST. 1928

COLUMBIA BROADCASTING SYSTEM

Frequency: 920 Kc.....Power: 5000 Watts
Owned-Operated By....Monongahela Valley Broadcasting Co.
Address ..... 208 Adams St.
Phone Number 3100
Transmitter Location .....Monongah
Time on the Air.....5 a.m. to 12: midnight
News Service .....AP
Transcription Services Standard Radio; Langworth
Representative .....John Blair & Co.

Personnel

President.....George B. Storer
Station-Commercial Manager Stanton P. Kettler
Office Manager.....R. C. Warden
Program Director .....John MacKercher
Chief Announcer.....Bill Babcock
Continuity Director.....Mary Jane Schultz
Artists Bureau.....Jean Dean
Chief Engineer .....Robert Hough

WSAZ

HUNTINGTON—EST. 1927

BLUE NETWORK
WEST VIRGINIA NETWORK

Frequency: 930 Kc.....Power: 1000 Watts
Owned-Operated By.....WSAZ, Inc.
Address .....929½ Fourth Ave.
Phone Number 4106
Transmitter Location .....28th St., West
Time on the Air.....Unlimited license
Newspaper Affiliation: Huntington Herald-Dispatch; Huntington Advertiser
News Service ..... AP
Transcription Service.....World Broadcasting System, Langworth
Representative.....The Branham Co.

Personnel

President and General Manager.....John A. Kennedy
Station Manager.....Flem J. Evans
Commercial Manager.....John L. Henry
Sales Promotion Manager....Mildred Chernoff

Program Director.....W. Aldridge
Production Manager.....Irene Bruce
Publicity Director.....Pat Wilson
Chief Announcer.....Bert Shimp
Artists Bureau.....L. P. Swann
Musical Director.....Irene Bruce
Chief Engineer.....John R. Csensich

•

WLOG

LOGAN—EST. 1940

KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Clarence H. Frey & Robert O. Greever—Partners
Business Address.....433 Stratton St.
Studio Address.....Kanada & Chestnut Sts.
Phone Number....Office, 540; Studio, 761 & 762
Transmitter Location....Kanada and Chestnut Streets
Time on the Air.....7:30 a.m. to 9 p.m.
Newspaper Affiliation.....Logan Banner
News Service ..... UP

Personnel

President .....Clarence H. Frey
Commercial Manager.....James McGowan
Chief Engineer.....John Blackwood

•

WAJR

MORGANTOWN—EST. 1940

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....West Virginia Radio Corporation
Business Address.....440-446 Spruce Street
Phone Number 9488
Transmitter Location.....Charleston and Webster Aves.
Time on the Air: 7:00 a.m. to 10:30 p.m.; Sundays, 9 a.m. to 6:30 p.m.
News Service ..... UP
Transcription Service ....World Broadcasting System
Representative .....Forjoe & Company

Personnel

President .....H. C. Greer
Station Manager-Program Director.....Henry B. McNaughton
Commercial Manager.....Frank Greeg
Production Manager & Chief Announcer Numa Faber
Chief Engineer.....R. C. Spence

•

WPAR

PARKERSBURG—EST. 1935

CBS—WEST VIRGINIA NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By ....Ohio Valley Broadcasting Corporation
Address.....7th and Market St., Grinter Building
Phone Number 2530
Transmitter Location.....North Parkersburg
Time on the Air.....6:30 a.m. to 12:05 a.m.
News Service .....AP
Transcription Service.....Standard Radio
Representative .....Branham Company

Personnel

President.....John A. Kennedy
Station Manager.....George H. Clinton
Sales Promotion Manager.....Tom Garten
Program Director.....Carl Loose
Artists Bureau.....Chas. Carroll
Musical Director.....Len Carl
Chief Engineer.....Cecil Knowles

•

WBRW

WELCH—EST. 1940

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....McDowell Service Company
Business Address.....10 Riverside Drive
Phone Number 818
Studio Address.....10 Riverside Drive
Transmitter Location .....Dor Building
Time on the Air.....7:30 a.m. to 8:30 p.m.; Sundays, 9 a.m. to 6:30 p.m.
News Service .....AP
Transcription Service.....Associated Music Publishers; Keystone Broadcasting System
Representative.....Forjoe & Co.

Personnel

President .....J. W. Blakely
Station-Commercial Manager .....Ralph Nash
Program Director.....John Villani
Publicity Director.....Bill Allen
Traffic Manager.....Jewell Roberson
Chief Announcer-Director of War Programs . John Villani
Musical Director.....Bob Kelton
Chief Engineer.....John Timberlake

•

WKWK

WHEELING—EST. 1941

COLUMBIA BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Community Broadcasting, Inc.
Address .....Pythian Building
Phone Number .....Wheeling 5320
Transmitter Location .....Pythian Building
Time on the Air: 6 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
News Service ..... UP
Transcription Service .....Standard Radio
Representative.....Spot Sales, Inc.

Personnel

President.....Joe L. Smith, Jr.
Station Manager.....John B. Reynolds

Assistant Manager.....John T. Gelder, Jr.
Program Director.....Albert R. Albinger, Jr.
Production Manager-Chief Announcer .....Joseph Mann
Musical Director.....Oliver Edwards
Chief Engineer ..... Fred Baker

•

WWVA

WHEELING—EST. 1926

BLUE NETWORK

Frequency: 1170 Kc.....Power: 50000 Watts
Owned-Operated By .....West Virginia Broadcasting Corp.
Address .....Hawley Building
Phone Number .....Wheeling 5383
Transmitter Location.....St. Clairsville, Ohio
Time on the Air: .....4:30 a.m. to 1 a.m.; Sundays, 7 a.m. to 1 a.m.
News Service .....AP
Transcription Service.....NBS Thesaurus
Representative .....John Blair & Co.

Personnel

President.....George B. Storer
Managing Director.....George W. Smith
Sales Promotion Manager-Publicity Director .....Ruth Lee Miller
Production Manager.....Paul J. Miller
Program Director and Record M. C. Lew Clawson
Director of War Programs.....Walt Turner
Chief Announcer.....Don Meeks
Musical Director.....Robert Nesbitt
Chief Engineer.....Edward L. Keim

•

WBTH

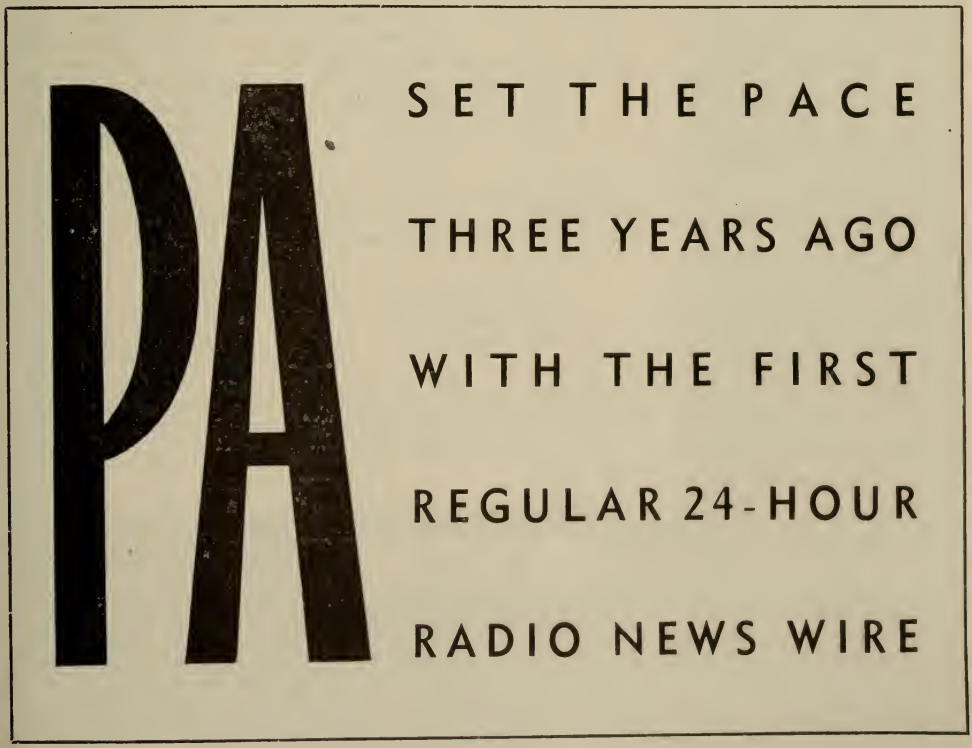
WILLIAMSON—EST. 1939

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Williamson Broadcasting Corp.
Address.....Mountaineer Hotel Block
Phone Number 1241
Transmitter Location..Mountaineer Hotel Block
Time on the Air.....Unlimited license
News Service ..... UP
Transcription Service.....World Broadcasting System

Personnel

President.....G. W. Taylor
Vice-President-Treasurer.....W. P. Booker
Station-Commercial Manager.....Alice Shein
Chief Announcer.....Bob Flaherty
Musical Director.....Elizabeth Zimmerman
Chief Engineer.....Vernon Totten



IN MILWAUKEE IT'S

Basically Sound TO USE

WISN

Basically Sound . . . Because WISN has achieved the ideal 1-1-1 distribution of commercial programs:

Local Programs	**33.9%**
National Programs	**32.9%**
Columbia Network Programs	**33.2%**

Basically Sound . . . Because each year WISN has shown an increase in business and each year this increase has been greater:

1941 Increase Over 1940	**5%**
1942 Increase Over 1941	**20%**
1943 Increase Over 1942	**39%**
1943 Increase Over 1940	**73%**

Basically Sound . . . Because in 1943 each quarter's business on WISN has shown an increase. Even the "dog day months" of July, August and September, proved that there is no summer slump on WISN!

1943	% of Year's Total
First Quarter	**19.2%**
Second Quarter	**24.7%**
Third Quarter	**25.8%**
Fourth Quarter	**30.3%**

All of which means . . . If you want results in Milwaukee, you can get them where more and more advertisers are getting them every year . . . on WISN, the station with the listener preference.

THE SHOW IS GOOD WHERE THE WAITING LINE IS LONG

When you see a long queue in front of a theater, you know the show is good. All over Milwaukee you'll find long queues . . . going into war plants (Industrial employment is up 69.3% since 1940) . . . going into stores to spend their earnings (Industrial pay rolls are up 172.8% since 1940) . . . riding buses and streetcars (population is up 63,000 since 1940 even with more than 50,000 men in service) . . . tuning in WISN (the figures show the tremendously increased business on this result-producing radio station.)

5000 WATTS DAY & NIGHT **WISN** **MILWAUKEE, WISCONSIN**

GASTON W. GRIGNON, General Manager

A Columbia Network Station

THE KATZ AGENCY, INC.—NATIONAL REPRESENTATIVES

WISCONSIN

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

WHBY

APPLETON—EST. 1925

MUTUAL BROADCASTING SYSTEM
WISCONSIN RADIO NETWORK
KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....WHBY, Inc.
Address .....600 S. Lawe St.
Phone Number 1161
Transmitter Location .....600 S. Lawe St.
Time on the Air.....9:30 a.m. to 10 p.m.
News Service .....AP
Transcription Service .....Standard Radio

Personnel

General Manager.....Haydn R. Evans
Station Manager .....J. L. Gallagher
Program Director.....Rodge Mueller
Chief Engineer.....George Merkle

WATW

ASHLAND—EST. 1940

MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 100 Watts
Owned-Operated By.....Upper Michigan-Wisconsin Broadcasting Co., Inc.
Address .....Northern State Bank Building
Phone Number 1420
Transmitter Location.....Ellis Ave.
Time on the Air.....6:25 a.m. to 10:30 p.m.
News Service.....UP
Transcription Service.....Langworth
Representative.....Sears & Ayes

Personnel

President.....William L. Johnson
Station Manager.....J. W. Huss
Commercial Manager.....T. G. Hogan
Program Director-Chief Announcer .....Harry Wills
Chief Engineer.....Hine Dahlbacka

WEAU

EAU CLAIRE—EST. 1937

NATIONAL BROADCASTING CO.

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Operated By.....Central Broadcasting Company
Business Address .....203 South Barstow St.
Phone Number 6149
Transmitter Location....Symour Road (County Road Q)
Time on the Air.....Full Time
Newspaper Affiliation.....Eau Claire Leader
News Service .....UP
Transcription Service.....Langworth
Representative.....George P. Hollingbery Co.

Personnel

President.....W. C. Bridges
Commercial Manager .....Clyde Riddle
Production Manager-Chief Announcer .....James Hulivi
Publicity.....Leonard Anderson
Chief Engineer.....Thos. Jorgenson

KFIZ

FOND-DU-LAC—EST. 1922

MUTUAL BROADCASTING SYSTEM
WISCONSIN NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned By.....The Reporter Printing Company
Operated By .....The Commonwealth Reporter
Address .....18-20-22 West First Street
Phone Number 356
Transmitter Location.....Lange Bldg.
Time on the Air: 8 a.m. to 10 p.m.; Sundays, 10 a.m. to 9 p.m.
Newspaper Affiliation....The Commonwealth Reporter
News Service.....INS; UP
Transcription Service .....Standard Radio

Personnel

President .....A. H. Lange
Station Manager.....Lucille Fairbanks
Commercial Manager .....William O'Brien
Program Director.....Marion Schwein
Chief Announcer.....William Crusenberry
Chief Engineer.....Wendell S. Meyers

WTAQ

GREEN BAY—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1360 Kc.....Power: 5000 Watts
Owned-Operated By.....WHBY, Inc.
Business Address .....Bellin Bldg.
Phone Number .....Adams 1
Studio Address .....Bellin Building
Transmitter Location .....West De Pere, Wisc.
Time on the Air.....6 a.m. to 12 midnight
News Service ..... AP
Transcription Service .....Associated Music Publishers
Representative .....Weed & Co.

Personnel

Managing Director ....Rev. James A. Wagner
General Manager .....Haydn R. Evans
Sales Manager.....Val Schneider
Program Director.....Al Michael

Production Manager.....Clair Stone
Sales Promotion.....Hugh O'Malley
Chief Announcer.....Clair Stone
Artists Bureau.....C. Edges
Publicity Director.....Frank Hart
Musical Director.....Sam De Signe
Chief Engineer.....Wallace J. Stangel

•

W C L O

JANESVILLE—EST. 1930

MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM
WISCONSIN NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By ....Gazette Printing Co.
Address.....200 E. Milwaukee Ave.
Phone Number 2500
Transmitter Location.....1436 Oakhill Ave.
Time on the Air.....7 a.m. to 10 p.m.
Newspaper Affiliation.....Janesville Daily Gazette
News Service .....AP
Transcription Service.....Langworth
Regional Representative...Wisconsin Network

Personnel

President .....Sidney H. Bliss
General Manager.....Allen Curnutt
Sales Manager.....Lloyd Stafford
Program Director.....Ken Houseman
Chief Announcer.....Pat Alan
Chief Engineer.....William Havens

•

W K B H

LA CROSSE—EST. 1926

BLUE NETWORK
NATIONAL BROADCASTING CO.

Frequency: 1410 Kc.....Power: 1000 Watts
Owned-Operated By.....WKBH, Inc.
Business Address.....409 Main Street, Radio Building
Phone Number 4-5-0
Transmitter Location .....R. F. D. LaCrosse
Time on the Air: 6 a.m. to 11:30 p.m.; Sunday, 9 a.m. to 11:30 p.m.
News Service .....AP
Transcription Service .....Langworth
Representative ..Howard H. Wilson Company

Personnel

Station Manager.....Howard Dahl
Program Director.....Bernice Callaway
Director of War Programs-
Chief Announcer .....Raymond Plamadore
Chief Engineer.....Al Leeman

•

W H A

MADISON—EST. 1917 (as 9XM) 1922 (as WHA)

Frequency: 970 Kc.....Power: 5000 Watts
Owned By .....State of Wisconsin
Operated By.....University of Wisconsin
Address ..... Radio Hall
Phone Number....Badger 580, Extension 476
Transmitter Location.....Fish Hatchery Road
Time on the Air .....7:30 a.m. to local sunset
News Service .....AP
Transcription Service .....Langworth; Standard Radio

Personnel

Acting Director .....William G. Harley
Acting Program Director....Walter Krulevitch
Chief Engineer.....John Stiehl
(Non-Commercial Station)

•

W I B A

MADISON—EST. 1924

BLUE NETWORK
NATIONAL BROADCASTING CO.

Frequency: 1310 Kc.....Power: 5000 Watts
Owned-Operated By .....Badger Broadcasting Company
Business Address .....110 E[illegible] Main Street
Phone Number.....[illegible]child 8800
Transmitter Location ...Route 4, Madison, Wis.
Time on the Air.....Unlimited license
Newspaper Affiliation.....The Capital Times; Wisconsin State Journal
News Service .....UP
Transcription Service.....Associated Music
Representative.....Howard H. Wilson Co.

Personnel

President.....William T. Evjue
General Manager .....Edwin C. Allen
Program Manager & Publicity Director.....K. F. Schmitt
Musical Director.....Leon Perssion
Chief Engineer.....Norman Hahn

•

W O M T

MANITOWOC—EST. 1926

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 100 Watts
Owned-Operated By .....Francis M. Kadow
Address .....Radio Building
Phone Number .....167-400 W
Transmitter Location ....11110 Washington St.
Time on the Air.....6:55 a.m. to 9:31 p.m.
News Service ..... UP
Transcription Service.....World Broadcasting System

Personnel

General Manager.....F. M. Kadow
Commercial Manager .....Maurice Dailey
Program Director .....Russ Russell
Chief Engineer.....W. F. Dubin

WMAM

MARINETTE—EST. 1939

Frequency: 570 Kc.....Power: 250 Watts
Owned-Operated By.....M. & M. Broadcasting Co.
Address .....400 Wells St.
Phone Number 570
Transmitter Location .....400 Wells St.
Time on the Air.....Sunrise to sunset
News Service ..... UP
Transcription Service .....Associated Music
Representative.....Hal Holman Co.

Personnel

President .....W. E. Walker
Station Manager.....Joseph D. Mackin
Sales and Merchandising Manager.....Donald C. Wirth
Program Director.....Florence Meyers
Director War Programs.....Pat Kehoe
Chief Engineer.....Martin R. Lund

•

WIGM

MEDFORD—EST. 1941

KEYSTONE BROADCASTING SYSTEM
WISCONSIN NETWORK

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....George F. Meyer
Business Address .....Medford, Wisconsin
Phone Number..... 5147
Studio Address ..... Highway 13
Transmitter Location .....Highway 13
Time on the Air: 7:30 a.m. to 10 p.m.; Sundays, 8 a.m. to 6 p.m.
News Service ..... UP
Transcription Service...Keystone Broadcasting System, Langworth
Representative .....Cox & Tanz

Personnel

Owner .....George F. Meyer
Station Manager.....Mrs. Irma Meyer
Commercial Manager.....Anton Grossman
Chief Announcer.....Ray Laube
Chief Engineer.....Gerald J. Boos

•

WISN

MILWAUKEE—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1150 Kc.....Power: 5000 Watts
Owned-Operated By.....Hearst Radio, Inc.
Business Address .....123 W. Michigan St.
Phone Number ..... Daly 3900
Transmitter Location.....4601 South 60th St.
Time on the Air: 6 a.m. to 12:05 a.m.; Sundays, 7:15 a.m. to 12:05 a.m.
Newspaper Affiliation.The Milwaukee Sentinel
News Service .....UP, INS
Transcription Service .....World Broadcasting System, Standard Radio
Representative.....The Katz Agency

Personnel

General Manager.....G. W. Grignon
Sales Promotion Manager-Director of War Programs & Publicity.....R. J. Meyer
Program Director.....Woods Dreyfus
Musical Director.....E. Krebs

(See Page 628)

•

WTMJ

MILWAUKEE—EST. 1927

NATIONAL BROADCASTING CO.

Frequency: 620 Kc.....Power: 5000 Watts
Owned-Operated By.....The Journal Company (The Milwaukee Journal)
Business Address.....333 West State Street
Phone Number .....Marquette 6000
Studio Address.....720 East Capitol Drive
Transmitter Location...Route No. 5, Box 817, Waukesha, Wisc.
Time on the Air: 6 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
Newspaper Affiliation .....The Milwaukee Journal
News Service ..... AP
Transcription Service .....Associated Music Publishers
Representative .....Edward Petry & Co., Inc.

Personnel

Vice President-General Manager..W. J. Damm
Station Manager-In Charge of Sales.....L. W. Herzog
Asst. Manager.....R. G. Winnie
Program Director.....Warren Mead
Publicity Director.....Paul Coates
Chief Announcer.....Robert J. Heiss
Musical Director.....Maurice Kipen
Chief Technician....D. W. Gellerup (on leave)
Assistant Chief Technician....C. E. Brown, Jr.

The RED CROSS + is at his side and the Red Cross is YOU


WEMP..
A "Buy" WORD
IN
Milwaukee
because WEMP programs are exclusively
designed for Metropolitan Milwaukee
Basic Blue Network
C. J. Lanphier
General Manager
Howard H. Wilson & Co.
National Representatives

WEMP

MILWAUKEE—EST. 1935

THE BLUE NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Milwaukee Broadcasting Co.
Address .....710 N. Plankington Ave.
Phone Number.....Marquette 7725
Transmitter Location .....711 Empire Bldg.
Time on the Air.....24 hours a day
News Service ..... UP
Representative.....Howard H. Wilson Co.

Personnel

President .....Glenn D. Roberts
Station Manager.....C. J. Lanphier
Production Director.....Conrad Rice
Musical Director.....Elmer Ihrke
Chief Announcer.....Paul Bartell
Director War Programs.....N. K. Searles
Chief Engineer.....Raymond Host

•

WOSH

OSHKOSH—EST. 1941

BLUE NETWORK

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated by.....Oshkosh Broadcasting Corp.
Address .....151½ Main Street
Phone Number 4580
Transmitter Location ....County Trunk "A," ½ mile north of city limits of Oshkosh
Time on the Air.....6:30 a.m. to 11 p.m.
News Service ..... AP
Transcription Service.....World
Representative.....Howard H. Wilson Co.

Personnel

President.....Myles H. Johns
General Manager.....Ben A. Laird
Sales Manager.....Forster M. Cooper
Program Director.....Marjorie Hilliard
Chief Announcer-Farm Editor.....Bob Nelson
Office Manager-Women's Editor .....Ione L. Schuelke
Chief Engineer.....Nathan Williams

•

WIBU

POYNETTE—EST. 1925

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Wm. C. Forrest
Business Address .....R. F. D. No. 2
Phone Number .....97 R 5 Poynette
Studio Addresses: Poynette; Portage; Beaver Dam; Madison; Baraboo
Transmitter Location .....R. F. D. No. 2
Time on the Air .....7 a.m. to 11 p.m.
Transcription Service.....Standard Radio

Personnel

Station Manager .....Wm. C. Forrest
Commercial-Madison Studio Manager .....Ralph O'Connor
Portage Studio Manager .....M. A. Hays
Beaver Dam Studio Manager.....Hal Woods
Program Director.....Sarah Forrest
Chief Announcer.....Geo. Gross
Chief Engineer .....Leonard Doese

•

WRJN

RACINE—EST. 1926

MUTUAL BROADCASTING SYSTEM
WISCONSIN NETWORK
KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By ....Racine Broadcasting Corporation
Address.....441 Main Street
Phone Number .....Jackson 290-291
Transmitter Location.....Victory and Kentucky Sts., Mount Pleasant
Time on the Air: 6:30 a.m. to 10 p.m.; Sunday, 7:30 a.m. to 9:45 p.m.
Newspaper Affiliation .....Racine Journal-Times
News Service ..... INS
Transcription Service Langworth, Keystone Broadcasting System
Representative .....The Walker Company

Personnel

President.....F. R. Starbuck
Secretary-Treasurer & General Manager.....Harry R. LePoldevin
Station & Commercial Manager.....Harold J. Newcomb
Program Director.....Herb Mann
Chief Announcer.....Garrett Adams
Musical Director.....Ray Gruis
Chief Engineer..... F. Lee Dechant

•

WJMC

RICE LAKE—EST. 1939

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
Owned By....Northen States Broadcasting Co.
Operated By.....J. J. McGenty
Address .....410 North Main Street
Phone Number 550
Transmitter Location ...1615 South Main St.
Time on the Air.....7:00 a.m.-8:00 p.m.; Sunday: 8:00 a.m.-6:00 p.m.
News Service ..... Transradio
Transcription Service .....Standard Radio

Personnel

Owner-Publicity Director ...W. H. McGenty
Station Manager.....R. W. Thompson
Program Director.....Marion Lee
Chief Announcer.....Dale Howard
Chief Engineer.....Al Bertha

WHBL

SHEBOYGAN—EST. 1928

MUTUAL BROADCASTING SYSTEM
WISCONSIN NETWORK

Frequency: 1330 Kc...Power: 1000 d.; 250 n.;
Owned-Operated By..... Press Publishing
Business Address .....626-636 Center Ave.
Phone Number 1900
Studio Address.....Press Building
Transmitter Location .....Highway No. 141
Time on the Air.....7:00 a.m. to 10:15 p.m.
Newspaper Affiliation .....Sheboygan Press
News Service ..... UP
Transcription Service .....Standard Radio
Representative .....John Pearson

Personnel

President.....C. E. Broughton
Station Manager.....H. H. Born
Program & Musical Director.....M. J. Pape
Chief Engineer.....Herbert Mayer

WLBL

STEVENS POINT—EST. 1924

Frequency: 930 Kc.....Power: 5000 Watts
Owned By.....Department of Agriculture
Operated by ..Wisconsin Department of Agriculture
Business Address..... Stevens Point
Phone Number 525
Studio Address .....State Teachers College
Transmitter Location ...Auburndale, Wisconsin
Time on the Air.....Daytime license
News Service .....AP

Personnel

Director .....Milton Button
Station Manager.....F. R. Calvert
Chief Engineer.....Walt Ninneman
(Non-Commercial Station)

WDSM

SUPERIOR—EST. 1939

MUTUAL BROADCASTING SYSTEM
BLUE NETWORK
NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....WDSM, Inc.
Business Address .....Board of Trade Bldg.
Phone Numbers:
6262 (Business Office); 4451 (Superior Studio); Mel. 1812 (Duluth Studio)
Studio Addresses:
Androy Hotel, Superior; Spalding Hotel, Duluth, Minn.
Transmitter Location.... Connor's Point, Superior, Wisc.
Time on the Air .....18½ hours daily
Representative ...Wm. G. Rambeau Company

Personnel

President .....James J. Conroy
Asst. Mgr. & Treas.....A. C. Robinson
Sales Manager.....E. R. Cluett
Program Director.....Elma De Meire
Chief Announcer.....Lew Martin
Chief Engineer .....Melvin Laskey

WSAU

WAUSAU—EST. 1937

MUTUAL BROADCASTING SYSTEM
WISCONSIN NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Northern Broadcasting Co., Inc.
Address .....125 Third Street
Phone Number 6521
Transmitter Location .....125 Third Street
Time on the Air.....6:30 a.m. to 10:30 p.m.
News Service ..... UP
Transcription Service.....NBC Theasurus
Representative .....Reynolds-Fitzgerald, Inc.

Personnel

President.....Major W. E. Walker
General Manager.....Ben F. Hovel
Commercial Manager.....J. W. Killeen
Promotion & Publicity.....Robt. Frey
Program-Musical Director.....Donald R. Burt
Chief Engineer .....Roland Richardt

WFHR

WISCONSIN RAPIDS—EST. 1940

MUTUAL BROADCASTING SYSTEM
WISCONSIN NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....William F. Huffman
Business Address .....141 West Grand Ave.
Phone Number 1340
Studio Address .....141 West Grand Ave.; Fox Theater Bldg., Stevens Point, McCain-Johnson Building, Marshfield
Transmitter Location .....1500 Bonow Ave.
Time on the Air .....7 a.m. to 10:30 p.m.
Newspaper Affiliation .....Wisconsin Rapids Daily Tribune
News Service ..... AP
Transcription Service .....Standard Radio

Personnel

Owner.....William F. Huffman
General Manager.....George T. Frechette
Commercial Manager.....Bruce G. Beichl
Program Director.....Arnold Strape
Marshfield Studio Manager.....Bob Behling
Stevens Point Studio Manager, Sigmund Kelbanowsky
Chief Engineer.....Garth N. Bowker

WYOMING

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

K D F N

CASPER—EST. 1930

KEYSTONE BROADCASTING SYSTEM

Frequency: 1470 Kc.....Power: 1000 Watts
Owned-Operated By.... Donald L. Hathaway
Address .....1st and Lennox Streets
Phone Number 407
Transmitter Location .....1st and Lennox Sts.
Time on the Air .....Unlimited license
News Service .....UP
Transcription Service
Langworth; Keystone Broadcasting System
Representative
Sear & Ayer, Inc.; Homer Griffith (West Coast)

Personnel

Station-National Sales Manager, Donald L. Hathaway
Program Director.....Marcus R. Nichols
Chief Announcer .....Harrison Brewer

●

K F B C

CHEYENNE—EST. 1940

BLUE NETWORK
KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc. .....Power: 250 Watts
Owned-Operated By.....Frontier Broadcasting Co.
Address .....Plains Hotel
Phone Number 4461
Transmitter Location .....3rd and Evans
Time on the Air.....Unlimited license
Newspaper Affiliation .....Wyoming Eagle; Wyoming State Tribune
News Service ..... UP
Representative .....Burn-Smith Company

Personnel

Owner .....Tracy S. McCraken
Station Manager.....Wm. C. Grove
Sales Promotion Manager .....C. E. Hopkins
Program-Publicity Director...Margaret O'Brien
Production Manager-Chief Announcer Frank Thomas
Chief Engineer .....Gaal Barrett

●

K P O W

POWELL—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Albert J. Meyer
Business Address.....557 N. Clark St.
Phone Number 222
Studio Address .....7th & Hamilton St.
Transmitter Location .....7th & Hamilton Sts.
Time on the Air.....7 a.m. to 10 p.m.
News Service.....UP
Transcription Service: Standard Radio; Keystone Broadcasting System
Representatives
Sears & Ayer, Homer Owen Griffith

Personnel

Owner .....A. J. Meyer
Station Manager.....Pat O'Hallean
Chief Engineer & Announcer.....Del Brandt

●

K V R S

ROCK SPRINGS—EST. 1938

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Wyoming Broadcasting Company
Address .....1307 Wyoming Street
Phone Number 93
Time on the Air.....87 hours weekly
News Service.....AP
Transcription Service .....NBC Thesaurus; Keystone Broadcasting System

Personnel

President .....Mrs. H. L. McCracken
Station Manager.....H. L. McCracken
Program Director.....Michael Reid
Musical Director.....Carmen Megeath
Chief Announcer.....John Duffy
Chief Engineer.....A. Buchanan

●

K W Y O

SHERIDAN—EST. 1934

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Big Horn Broadcasting Company, Inc.
Business Address .....19 North Main St.
Phone Number 601
Studio Address .....Gillette Building, 19 North Main St.
Transmitter Location ...Northwest of Sheridan
Time on the Air .....7 a.m. to 8 p.m.
News Service .....UP
Transcription Service.....Standard Radio; Keystone Broadcasting System
Representative .....Sears & Ayer, Inc.; Homer Owen Griffith

Personnel

President.....R. E. Carroll
General Manager .....Jim Carroll
Program-Publicity Director.....Mel Hallock
Sales Promotion.....Bill Hughey
Chief Engineer.....Bob Crossthwaite

Got Pioneering Blood in Your Veins?

Get into America's newest, undeveloped market throug

KFQD

ANCHORAGE, ALASKA

790 KC
1000 W



First in Alaska!

Here's the opportunity you've dreamed about — a booming territory with large buying power and a need for every kind of product. Reach it through Station KFQD.

KFQD blankets Alaska's most important metropolitan - industrial area. Anchorage, the "News Center of Alaska," is the hub of a heavily populated railbelt . . . headquarters of the Alaska Railroad, Alaska Airlines,* Civil Aeronautic Authority, Alaska Defense Command and many other major industries of Alaska which include: Fishing, canning, fur trapping, mining, lumbering, shipping and transportation.

The oldest station in Alaska (May, 1924), KFQD has proved to be the Territory's most outstanding advertising medium. It's a "must" on the list of every forward-looking advertiser

*Government figures show that the Anchorage Municipal Airport handled in one month recently 7,695 airplane landings and departures. This exceeded the air travel handled by LaGuardia Field (N. Y.), Los Angeles, San Francisco and many other leading airports for the same period.

ALASKA BROADCASTING CO.

NATIONAL REPRESENTATIVE: PAN AMERICAN BROADCASTING COMPANY

330 MADISON AVE.
NEW YORK 17, N. Y.

FRED JONES, 228 NO. LaSALLE ST.
CHICAGO, ILLINOIS

HOMER GRIFFITH, 6362 HOLLYWOOD BLVD
HOLLYWOOD, CALIFORNIA

TERRITORIES —— POSSESSIONS

Alaska

KFQD

ANCHORAGE—EST. 1924
KEYSTONE BROADCASTING SYSTEM

Frequency: 790 Kc.....Power: 1000 Watts
Owned By.....William J. Wagner
Operated By.....Alaska Broadcasting Co.
Business Address.....Box 1040, Anchorage
Phone Number .....Main 143
Studio Address .....412 Fourth Avenue
Transmitter Location .....Anchorage
Time on the Air.....6:30 a.m. to midnight
News Service.....INS; Transradio; UP
Transcription Service.....Lang-Worth; Keystone Broadcasting System; Army Special Service

Personnel

Owner-Station Manager...William J. Wagner
Commercial Manager, Program Director .....Ken Laughlin
Chief Announcer.....Bob Lightner
Asst. Chief Engineer.....Arthur Chrest

•

KFAR

FAIRBANKS—EST. 1939

Frequency: 660 Kc.....Power: 10000 Watts
Owned-Operated By.....Midnight Sun Broadcasting Co.
Address .....508 Second Avenue—Lathrop Building
Phone Number .....East 380 Lathrob Bldg.
Transmitter Location.....Farmer's Loop Rd.
Time on the Air.....7 a.m. to 11 p.m.
Newspaper Affiliation.....Fairbanks Daily News Miner
News Service.....AP, UP
Transcription Service.....Standard; World Broadcasting System
National Sales Office.....Free & Peters, Inc.
National Representative....Free & Peters, Inc.

Personnel

President.....A. E. Lathrop
Station-Commercial Manager.....W. K. Foster
Sales Promotion & Program Director, Alvin O. Bramstedt
Publicity Director ..... Royal O'Reilly
Chief Announcer ..... W. K. Foster
Musical Director ..... Eleanor Hansen
Chief Engineer ..... A. G. Hiebert

•

KINY

JUNEAU—EST. 1935

Frequency: 1450 Kc.....Power: 1000 Watts
Owned-Operated By .....Edwin A. Kraft
Business Address.....Box 2597, Juneau; American Building, Seattle, Wash.
Phone Number .....197 (Juneau); Elliott 5488 (Seattle)
Studio Address ..... Decker Bldg.
Transmitter Location .....Alaska Juneau Mine Dump
Time on the Air: 7:30 a.m. to 11 p.m.; Sundays, 10 a.m. to 8:30 p.m.
Transcription Service ..... C. P. MacGregor; Lang-Worth
Representative.....Joseph Hershey McGillvra
National Sales Office: 708 American Building, Seattle, Wash.

Personnel

Owner ..... Edwin A. Kraft
Station Manager ..... Perry Hilleary
Chief Engineer ..... V. I. Kroll
Chief Operator ..... D. W. Jefferies

•

KTKN

KETCHIKAN—EST. 1942

Frequency: 930 Kc ..... Power: 1000 Watts
Owned-Operated By ..... Edwin A. Kraft
Address ..... Ketchikan, Alaska; 708 American Bldg., Seattle, Wash.
Transmitter Location ..... Ketchikan, Alaska
Time on the Air: 7:30 a.m. to 11 p.m.; Sundays, 10:30 a.m. to 9 p.m.
Representative Joseph Hershey McGillvra, Inc.

Personnel

Owner ..... Edwin A. Kraft
Station Manager ..... Roy Grandey
Program Director ..... Perry Hilleary
News Editor ..... Dallas Williams

•

WCX, Sitka, 1220 Kc, 15 w., American Expeditionary Station

Hawaii

K H B C

HILO—EST. 1936

CBS—MBS

HAWAIIAN BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By....Hawaiian Broadcasting System, Ltd.
Address .....1285 Kalaniole Ave.
Transmitter Location ..... Hilo
Time on the Air... .....Unlimited license
Transcription Service: C. P. MacGregor; World Broadcasting System

Personnel

General Manager .....J. Howard Worrall
Station Manager.....Al Green
National Sales Manager....Henry C. Putnam

•

K G M B

HONOLULU—EST. 1930

CBS—MBS

Frequency: 590 Kc.....Power: 5000 Watts
Owned By Hawaiian Broadcasting System, Limited
Address .....1534 Kapiolani Blvd.
Phone Number 2323
Transmitter Location 1534 Kapiolani Boulevard
Time on the Air.....6:15 a.m. to 11:30 p.m.
Newspaper Affiliation.....Honolulu Star-Bulletin
News Service .....UP
Transcription Service .....World Broadcasting System; Associated Music Publishers; C. P. MacGregor
Representative .....John Blair & Co.

Personnel

President-General Manager.....J. Howard Worrall
Production Manager.....Owen Cunningham
Chief Engineer .....Ernest Lindemann

•

K G U

HONOLULU—EST. 1922

NBC AND BLUE

Frequency: 760 Kc.....Power: 2500 Watts
Licensee:....Marion A. Mulrony & Advertiser Publishing Co., Ltd.
Owned By.....Advertiser Publishing Co., Ltd.
Address .....Advertiser Square
Transmitter Location .....Advertiser Square
Time on the Air.....6 a.m. to 11 p.m.
Newspaper Affiliation ....Honolulu Advertiser
Transcription Service .....NBC Thesaurus; Lang-Worth
Representative .....The Katz Agency

Personnel

President.....Lorrin P. Thurston
General Manager.....M. A. Mulrony
Assistant Manager.....Peter Simmons
Director National Adv.....Robert Thurston

•

K T O H

LIHUE—EST. 1940

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Garden Island Publishing Co.
Address ..... Lihue
Transmitter Location .....Northeast of Lihue
Time on the Air.....Unlimited license
Newspaper Affiliation.....Garden Island Publishing Co.
Transcription Service.....Standard Radio
Representative .....Homer Owen Griffith

Personnel

General Manager .....C. J. Fern
Sales Manager.....Charles K. Izumoto

Puerto Rico

W P R A

MAYAGUEZ—EST. 1937

Frequency: 990 Kc.....Power: 5000 d. 1000 u.
Owned-Operated By.....Puerto Rico Advertising Co.
Address .....McKinley & del Rio Sts.
Transmitter Location .....Mayaguez
Time on the Air .....Unlimited license

Personnel

President .....Andres Camara
Station Manager-Chief Engineer.Ralph P. Perry

•

W P A B

PONCE—EST. 1940

Frequency: 1370 Kc.....Power: 1000 Watts
Owned-Operated By ....Portorican American Broadcasting Co.
Address .....17 Leon St.
Phone Number 783
Transmitter Location .....Ponce Palya
Time on the Air.....Unlimited license
News Service .....AP
Representative.....West Indies Adv.

Personnel

President .....Juan Luis Boscio
Station Manager ...Miguel Soltero Palermo
Production Manager.....Esther Pales
Sales Manager.....Antonio Miro
Chief Engineer.....Jose Sepulveda

•

WPRP

PONCE—EST. 1934

Frequency: 1420 Kc.....Power: 250 Watts
Owned-Operated By.....Julio M. Conesa
Address .....Trujillo Street
Transmitter Location ..... Ponce
Time on the Air.....Unlimited license

Personnel

General Manager .....Julio M. Conesa

•

WIAC

HATO REY-SAN JUAN—EST. 1941

Frequency: 580 Kc.....Power: 5000 Watts
Owned-Operated By.....Enrique Abarca San Feliz
Business Address.....P. O. Box 4504, San Juan, P. R.
Phone Numbers.....2177 (San Juan); 445 (Hato Rey)
Studio Address.....Ordonez St. Stop 29½
Transmitter Location.....Carolina Rd., 3 miles east of San Juan
Time on the Air.....7 a.m. to 11 p.m.
News Service ..... AP
Transcription Service .....Standard Radio

Personnel

Owner .....Enrique Abarca San Feliz
Station-Commercial Manager.....Tomas Muniz
Assistant Manager.....E. Abarca, Jr.
Program Director.....Rafael H. Benitez
Publicity Director.....Manuel A. Morales
Chief Announcer.....Antonio Alfonso
Artists Bureau.....Rafael Seijo
Musical Director.....Jose Raul Ramirez
Chief Engineer .....Alfonso Sanchez

•

WKAQ

SAN JUAN—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 620 Kc.....Power: 5000 Watts
Owned-Operated By.....Radio Corporation of Porto Rico
Address..... Telephone Building
Phone Number .....San Juan 2014
Transmitter Location ..... Hato Rey
Time on Air.....7 a.m. to 11 p.m., Sundays, 8 a.m. to 10:15 p.m.
News Service .....Transradio
Transcription Service.....Associated Music
National Sales Office.....International Telephone & Telegraph Co., 67 Broad St., New York, N. Y.

Personnel

President .....Leonard Jacob 2nd
Vice-President-Gen. Manager .... E. J. Powell
Commercial Manager.....Jose C. Irizarry
Program Director .....Manuel Ochoa
Chief Announcer.....A. P. del Valle
Musical Director .....Joaquin Bursot
Chief Engineer .....Angel P. del Valle

•

WNEL

SAN JUAN—EST. 1934

NATIONAL BROADCASTING CO.

Frequency: 1320 Kc. .....Power: 5000 Watts
Owned-Operated By.....Juan Piza
Address .....59 Brau St.
Phone Number 107
Transmitter Location ..... Green Island Santurce, P. R.
Time on the Air.....Unlimited
News Service ..... Transradio
Transcription Service ..... Lang-Worth

Personnel

Owner-Station Manager.....Juan Piza
Commercial-Sales Promotion Manager .....Agustin R. Camunas
Program Director.....Camilo Fraticelli
Production Manager .....Juan Maldonado
Chief Engineer.....Jose Arzuaga

TELESCRIPTS
ARE
AVAILABLE
ONLY
ON THE
SPECIAL
AP
Radio News Wire

ESTABLISHED AS A SYMBOL OF NATIONAL SERVICE



Like the coat of arms of ancient families, the Insignia of the CBC has a special significance. Two golden electric flashes converge below a map of Canada symbolizing the fact that, through the medium of national radio, each part of the Dominion is brought into contact with all other sections of the country.

Just as the fathers and grandfathers of Canadians talked familiarly of the CPR, the GTP and the CNR so today modern Canadians think instinctively of the Canadian Broadcasting Corporation in terms of the initials CBC.

That is because CBC is an established institution whose influence is felt in every province, county and township in the Dominion. Day after day the CBC makes a definite contribution to the pattern of national life. Day after day it covers all Canada in a broad, national service . . . enabling Canadians everywhere to share fully in the panorama of music, drama, entertainment and news services provided by the converging of many of the finest programmes from five other great broadcasting systems with the programmes of the two networks of the CBC.

CANADIAN BROADCASTING CORPORATION



CANADA

☆

Stations

•

Networks

CANADIAN
Broadcasting Corporation

OFFICES

Victoria Bldg., Ottawa
55 York St., Toronto
Keefer Bldg., Montreal
1231 St. Catherine St. W., Montreal

Board of Governors

Rene Morin, K.C., Chairman, Montreal, Que.
J. Wilfrid Godfrey, K.C., Halifax N. S.
Very Rev. W. E. Fuller, Saskatoon, Sask.
Dean Adrien Pouliot, Quebec, Que.
Howard B. Chase, Montreal, Que.
Mrs. T. W. (Mary) Sutherland, Revelstoke, B. C.
F. J. Crawford, Toronto, Ont.
(2 vacancies)

Personnel

Acting General Manager..Dr. Augustin Frigon
(Ottawa and Montreal)
Chief Executive Assistant.....Donald Manson
(Ottawa)
Treasurer .....Harry Baldwin
(Ottawa)
Secretary .....R. P. Landry
(Ottawa)
Gen. Supervisor of Programs....E. L. Bushnell
(Toronto)
Assist. Supervisor of Programs....C. Jennings
(Toronto)
Commercial Manager and Supervisor
of Press and Information.....E. A. Weir
(Toronto)
Assistant Commercial Manager..W. E. Powell
(Toronto)
Commercial Manager,
Quebec Region.....J. A. Dupont
(Montreal)
Press and Information
Representative .....Wells Ritchie
(Toronto)
Supervisor of Press and
Information, Quebec Region..Leopold Houle
(Montreal)
Chief Engineer.....G. W. Olive
(Montreal)
Assistant Chief Engineer.....J. A. Ouimet
(Montreal)
Supervisor of Station Relations...J. R. Radford
(Toronto)
Traffic Manager.....E. W. Jackson
(Toronto)

Regional Representatives

Maritimes—George Young, Halifax, N. S.
Quebec—Omer Renaud, Montreal, Que.
(Manager, Montreal Studios)
Ontario—D. Claringbull, 805 Davenport Rd.,
Toronto, Ont.
Prairies—H. G. Walker, Winnipeg.
British Columbia—Ira Dilworth, Vancouver,
B. C.
Overseas Unit—John Kannawin, Broadcasting
House, London, England.

Trans-Canada Network

CJCB, Sydney
CHNS, Halifax
CFCY, Charlottetown
*CBA, Sackville
CKCW, Moncton
CHSJ, Saint John
CFNB, Fredericton
*CBM, Montreal
*CBO, Ottawa
CKWS, Kingston
*CBL, Toronto
CKSO, Sudbury
CFCH, North Bay
CJKL, Kirkland Lake
CKGB, Timmins
CKPR, Fort William
CKY, Winnipeg
*CBK, Watrous
CJCA, Edmonton
CFAC, Calgary
CJOC, Lethbridge
CFJC, Kamloops
CKOV, Kelowna
CJAT, Trail
*CBR, Vancouver

Dominion Network

CHLT, Sherbrooke
CFCF, Montreal
CKCO, Ottawa
CHOV, Pembroke
CFBR, Brockville
*CJBC, Toronto
CHEX, Peterborough
CHML, Hamilton
CKTB, St. Catharines
CFPL, London
CFCO, Chatham
CJRL, Kenora
CKRC, Winnipeg
CKX, Brandon
CJGX, Yorkton
CKRM, Regina
CHAB, Moose Jaw
CFQC, Saskatoon
CKBI, Prince Albert
CFCN, Calgary
CFRN, Edmonton
CHWK, Chilliwack
CKWX, Vancouver
CJVI, Victoria

French Network

(All Quebec)

*CBF, Montreal
*CBV, Quebec
*CBJ, Chicoutimi
CHNC, New Carlisle
CJBR, Rimouski
CHGB, Ste. Anne de la Pocatiere
CKCH, Hull
CKVD, Val d'Or
CKRN, Rouyn
CHAD, Amos

*CBC-owned and operated

STATIONS OF

CANADA

The following list of stations is arranged in call letter alphabetical order giving page number for complete station data.

Every effort has been made to present accurate and complete information in a self-explanatory method. Data was obtained from questionnaires sent to the stations early in the year and corrections were made up to the time of going to press to insure the inclusion of late developments.



Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
CBA	Sackville, N. B.	1070	50000	650
CBF	Montreal, Que.	690	50000	661
CBK	Chicoutimi, Que.	1580	1000	660
CBJ	Watrous, Sask.	540	50000	665
CBL	Toronto, Ont.	740	50000	656
CBM	Montreal, Que.	940	5000	661
CBO	Ottawa, Ont.	910	1000	654
CBR	Vancouver, B. C.	1130	5000	647
CBV	Quebec, Que.	980	1000	662
CFAC	Calgary, Alta.	960	1000	645
CFAR	Flin Flon, Man.	1230	250	649
CFCF	Montreal, Que.	600	500	661
CFCH	North Bay, Ont.	600	100	654
CFCN	Calgary, Alta.	1010	10000	645
CFCO	Chatham, Ont.	630	100	652
CFCY	Charlottetown, P. E. I.	630	1000	660
CFGP	Grande Prairie, Alta	1340	250	646
CFJC	Kamloops, B. C.	910	1000	646
CFBR	Brockville, Ont.	1450	100	652
CFNB	Fredericton, N. B.	550	1000	650
CFOS	Owen Sound, Ont.	1400	250	655
CFPL	London, Ont.	1570	1000	654
CFPR	Prince Rupert, B. C.	1240	50	647
CFQC	Saskatoon, Sask.	600	1000	665
CFRB	Toronto, Ont.	860	10000	657
CFRC	Kingston, Ont.	1490	100	653
CFRN	Edmonton, Alta.	1260	1000	645
CHAB	Moose Jaw, Sask.	800	1000	664

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
CHAD	Amos, Que.	1340	250	660
CHEX	Petersborough, Ont.	1430	1000	655
CHGB	St. Anne de la Pocatiere, Que.	1230	250	663
CHGS	Summerside, P. E. I.	1480	100	660
CHLN	Three Rivers, Que.	1450	100	663
CHLP	Montreal, Que.	1490	250	661
CHLT	Sherbrooke, Que.	1240	250	663
CHML	Hamilton, Ont.	900	1000	653
CHNC	New Carlisle, Que.	610	1000	662
CHNS	Halifax, N. S.	960	1000	651
CHOV	Pembroke, Ont.	1340	250	655
CHPS	Parry Sound, Ont.	1450	250	655
CHRC	Quebec, Que.	800	1000	662
CHSJ	Saint John, N. B.	1150	1000	651
CHWK	Chilliwack, B. C.	1340	100	646
CJAT	Trail, B. C.	610	1000	647
CJBC	Toronto, Ont.	1010	1000	657
CJBR	Rimouski, Que.	900	1000	662
CJCA	Edmonton, Alta.	930	1000	645
CJCB	Sydney, N. S.	1270	1000	651
CJCJ	Calgary, Alta.	1230	100	645
CJCS	Stratford, Ont.	1240	50	656
CJFX	Antigonish, N. S.	580	1000	651
CJGX	Yorkton, Sask.	1460	1000	665
CJIC	Sault Ste. Marie, Ont.	1490	250	656
CJKL	Kirkland Lake, Ont.	560	1000	654
CJLS	Yarmouth, N. S.	1340	100	652
CJOC	Lethbridge, Alta.	1060	1000	646
CJOR	Vancouver, B. C.	600	1000	648
CKRC	Winnipeg, Man.	630	1000	649
CKRM	Regina, Sask.	980	1000	664
CJVI	Victoria, B. C.	1480	500	648
CKAC	Montreal, Que.	730	5000	661
CKBI	Prince Albert, Sask.	900	1000	664
CJRL	Kenora, Ont.	1220	1000	653
CKCH	Hull, Que.	1240	250	660
CKCK	Regina, Sask.	620	1000	664
CKCL	Toronto, Ont.	580	1000	658
CKCO	Ottawa, Ont.	1310	1000	655
CKCR	Kitchener, Ont. (Waterloo)	1490	250	654
CKCV	Quebec, Que.	1340	100	662
CKCW	Moncton, N. B.	1400	250	650
CKGB	Timmins, Ont.	1470	1000	656
CKLN	Nelson, B. C.	1240	250	647
CKLW	Windsor, Ont.	800	5000	659
CKMO	Vancouver, B. C.	1410	100	648
CKNB	Campbellton, N. B.	950	1000	650
CKNX	Wingham, Ont.	920	1000	658
CKOC	Hamilton, Ont.	1150	1000 d., 500 n.	653
CKOV	Kelowna, B. C.	630	1000	647
CKPC	Brantford, Ont.	1380	100	652
CKPR	Fort William-Port Arthur, Ont.	580	1000	652
CKRN	Rouyn, Que.	1400	250	663
CKSO	Sudbury, Ont.	790	1000	656
CKTB	St. Catherines, Ont.	1550	1000	655
CKUA	Edmonton, Alta.	580	1000	646
CKVD	Val D'Or, Que.	1230	100	653
CKWS	Kingston, Ont.	960	1000	653
CKWX	Vancouver, B. C.	980	1000	648
CKX	Brandon, Man.	1150	1000	649
CKY	Winnipeg, Man.	990	15000	650

ALBERTA

CFAC

CALGARY—EST. 1922

CBC & FOOTHILLS NET

Frequency: 960 Kc. .....Power: 1000 Watts
Owned By.....The Southam Co., Limited
Operated By Taylor, Pearson & Carson Broadcasting Co., Ltd.
Address.....1000 Southam Building
Phone Number ....R 1036
Transmitter Location.....Chestermere
Time on the Air....6:15 a.m. to 12:00 midnight
Newspaper Affiliation..Calgary Dailv Herald
News Service.....Press News; CBC
Transcription Service.....NBC Thesaurus; World Broadcasting System
Representative....All-Canada Radio Facilities, Ltd.

Personnel

President .....H. R. Carson
Station Manager.....A. M. Cairns
Commercial Manager.....F. R. Shaw
Promotion & Merchandising.....P. G. Egan
Program Director-Artists' Bureau Head, R. H. C. Straker
Publicity Director.....Gail Egan
Chief Announcer.....Bob Charman
Chief Engineer.....Earl C. Connor

CFCN

CALGARY—EST. 1922

Frequency: 1010 Kc.....Power: 10,000 Watts
Owned-Operated By..The Voice of the Prairies, Ltd.
Address.....Toronto General Trusts Bldg.
Phone Number.....M 1161
Transmitter Location..... Strathmore
Time on the Air: 6:30 a.m. to 12 midnight; Sundays, 7:30 a.m. to 12 midnight
Transcription Service..Standard Radio; Lang-Worth; C. P. MacGregor
Representative....Radio Representatives, Ltd., Toronto-Montreal; H. N. Stovin, Winnipeg; Howard H. Wilson Co., U.S.A.

Personnel

President and Managing Director..H. G. Love
Commercial Manager .....E. H. McGuire
Program Director.....Ed Maloney
Chief Engineer.....W. V. McLaughlin

CJCJ

CALGARY—EST. 1922

CBC

Frequency: 1230 Kc.....Power 100 Watts
Owned-Operated By.....The Albertan Publishing Co.
Address .....Renfrew Bldg.
Phone Number.....Main 9966
Transmitter Location.....Grandview Heights
Time on the Air.....7 a.m. to 11:30 p.m.; Sundays, 9 a.m. to 11:30 p.m.
Newspaper Affiliation.....Albertan Publishing Co.
Transcription Service.....Lang-Worth
Representative....Radio Representatives, Ltd.

Personnel

President .....Gordon Bell
Station Manager.....Donald H. Mackey
Sales Manager.....Bruce Leyden
Sales Promotion.....R. A. Fields
Chief Engineer.....Pat Green

CFRN

EDMONTON—EST. 1934

CBC
WESTERN NETWORK

Frequency: 1260 Kc.....Power: 1000 Watts
Owned-Operated By....Sunwapta Broadcasting Company, Ltd.
Address.....107-109 Canadian Pacific Railways Building
Phone Number.....22101-5
Transmitter Location.....Jasper Highway
Time on the air: 6:45 a.m. to 11:30 p.m.; Sundays, 8:30 a.m. to 11:30 p.m.
News Service..... British UP
Transcription Service.....Standard Radio
Representative: Radio Representatives, Ltd.; H. N. Stovin; Howard H. Wilson Co.

Personnel

Station Manager.....G. R. A. Rice
Assistant Manager.....S. S. Lancaster
Commercial Manager.....A. Hopps
Sales Promotion Manager.....G. M. Reid
Program Director.....D. G. Wood
Chief Engineer.....F. Makepeace

CJCA

EDMONTON—EST. 1922

CBC—FOOTHILLS NETWORK

Frequency: 930 Kc.....Power: 1000 Watts
Owned By.....The Edmonton Journal, Ltd.
Operated By.....Taylor & Pearson Broadcasting Co.
Address.....Birk's Bldg., Jasper Ave.
Phone Number 26131
Transmitter Location..... Belmont
Time on the Air.....6:30 a.m.-11:30 p.m.
Newspaper Affiliation.....Edmonton Journal
New Service.....Canadian Press; Take Press News, Ltd.; AP
Transcription Service.....NBC Thesaurus; World Broadcasting System
Representative.....All-Canada Radio Facilities, Ltd; Weed & Co.

Personnel

Station Manager.....Gordon S. Henry
Sales Manager.....Rolfe Barnes
Publicity & Merchandising Director..T. J. Allard
Assistant Manager.....Walter Blake
Production Manager .....Walter Dales
Program Director-Chief Announcer, Reo Thompson
Chief Engineer.....Gordon Shillakeer

CKUA

EDMONTON—EST. 1927

CBC

Frequency: 580 Kc.....Power: 1000 Watts
Owned By.....University of Alberta
Operated By.....University of Alberta
Address.....Department of Extension, University of Alberta
Phone Number..... 32233
Transmitter Location.....Calgary Trail, South Edmonton
Time on the Air.....11:45 a.m.-10:00 p.m.
Transcription Service.....All-Canada Radio Facilities, Ltd.

Personnel

President of the University..Dr. Robert Newton
Station Manager.....Donald Cameron
Chief Engineer.....Roy Usher

CFGP

GRANDE PRAIRIE—EST. 1937

CBC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By: Northern Broadcasting Corporation, Ltd.
Address.....Northern Broadcasting Bldg., Third St., East
Phone Number..... 153
Transmitter Location.....Clairmont Highway
Time on the Air.....7:30 a.m.-11:00 p.m.
News Service.....CBC News; BBC News
Transcription Service.....United Transcribed Service
Representative: All-Canada Radio Facilities, Ltd.; Weed & Co.

Personnel

President-General Manager.....C. L. Berry
Program Director-Chief Announcer .....Gordon H. Cummings
Artists Bureau.....Josephine Boyar
Chief Engineer.....Oswald Thorkalson

CJOC

LETHBRIDGE—EST. 1926

FOOTHILLS NETWORK
CANADIAN BROADCASTING CORP.

Frequency: 1060 Kc.....Power: 1000 Watts
Owned By: Lethbridge Broadcasting Co., Ltd.
Operated By.....H. R. Carson, Ltd.
Address.....Marquis Hotel Bldg., Fourth. Ave., South
Phone Number 3161
Transmitter Location .....Broxburn, Alberta
Time on the Air.....8 a.m.-11:30 p.m.
News Service.....Canadian Press
Transcription Service.....NBC Thesaurus
Representative.....All Canada Radio Facilities, Ltd.; Weed & Co.

Personnel

President .....W. Watson
Station Manager .....N. Botterill
Commercial Manager.....R. V. Staples
Production Manager.....C. A. Perry
Publicity Director.....D. Earl
Chief Announcer.....G. Brown
Chief Engineer.....James Ibey

BRITISH COLUMBIA

CHWK

CHILLIWACK—EST. 1927

CBC & BC NETWORK

Frequency: 1340 Kc.....Power: 100 Watts
Owned-Operated By....Chilliwack Broadcasting Co., Ltd.
Address..... 16 Wellington Ave.
Phone Number 6106
Transmitter Location.....16 Wellington Ave.
Time on the Air.....15¼ hours daily
Transcription Service.....United
Representative.....All-Canada Radio

Personnel

Directors.....C. Casey Wells, Jack Pilling
Program Director.....W. Teetzel
Production Manager.....C. Fox

CFJC

KAMLOOPS—EST. 1926

CBC-Pacific Net

Frequency: 910 Kc.....Power: 1000 Watts
Owned By.....Kamloops Sentinel, Ltd.
Operated By.....Kamloops Sentinel, Ltd.
Address.....310 St. Paul St.
Phone Numbers 1021; 1018
Transmitter Location.....North Kamloops
Time on the Air.....7 a.m. to 11:30 p.m.
Newspaper Affiliation..Kamloops Sentinel Ltd.
Representative....All-Canada Radio Facilities, Ltd.; Weed & Co.

Personnel

President .....R. E. White
Station Manager.....Ian Clark
Sales Manager.....W. McCall
Program-Publicity Director.....Ian Clark
Production Manager-Chief Announcer .....Jack Carbutt
Musical Director.....Bob Hutton
Chief Engineer.....A. G. Laird

•

CKOV

KELOWNA—EST. 1931

CANADIAN BROADCASTING CORP.

Frequency: 630 Kc.....Power: 1000 Watts
Owned-Operated By....Okanagan Broadcasters, Ltd.
Business Address.....206 Mill Ave.
Phone Number.....Kelowna 200
Studio Address.....206 Mill Ave.
Transmitter Location..... Okanagan Mission, B. C.
Time on the Air: 6:45 a.m. to 11 p.m.; Sundays, 9 a.m. to 11 p.m.
News Service.....CBC News
Transcription Service.....NBC Thesaurus
Representative....All-Canada Radio Facilities, Ltd.; Weed & Co.

Personnel

Managing Director .....J. W. B. Browne
Commercial-Sales Promotion Manager .....Cecil G. Elphicke
Program Director.....Mary E. Royle
Chief Announcer .....Saul Ornest
Musical Director .....W. H. Stewart
Chief Engineer.....J. H. B. Browne

•

CKLN

NELSON—EST. 1939

CBC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....News Publishing Co., Ltd.
Business Address.....P. O. Box 250
Phone Number 19
Studio Address.....711 Radio Avenue
Transmitter Location.....711 Radio Avenue
Time on the Air.....7:45 a.m. to 11:00 p.m.
Newspaper Affiliation.....Nelson Daily News
Transcription Service.....Standard Radio
Representative.....Stovin & Wright

Personnel

General Manager.....Hume A. Lethbridge
Chief Engineer.....R. I. Walker

•

CJAT

TRAIL—EST. 1934

CANADIAN BROADCASTING CORP.

Frequency: 610 Kc.....Power: 1000 Watts
Owned By.....Kootenay Broadcasting Company, Limited
Supervised By.....Taylor, Pearson & Carson, Ltd.
Address .....815 Victoria Street
Phone Number..... 737
Transmitter Location.....Warfield, B. C.
Time on the Air: 6:45 a.m. to 11:30 p.m.; Sundays, 8 a.m. to 11:30 p.m.
News Service..... CBC
Transcription Service.....NBC Thesaurus
Representative.....All-Canada Radio Facilities (Canada); Weed & Co., (U.S.A.)

Personnel

President.....B. A. Stimmel
Station Manager.....Walter Dales
Commercial Manager.....N. A. Harrod
Program Manager.....F. E. Fleming
Chief Announcer.....V. Gray
Accountant .....Mrs. J. Mackintosh
Merchandising Manager.....H. Potesky
Chief Engineer.....E. C. Aylen

•

CFPR

PRINCE RUPERT—EST. 1938

CANADIAN BROADCASTING CORP.

Frequency: 1240 Kc.....Power: 50 Watts
Owned By..Northwest Broadcast & Service Co.
Operated By....Canadian Broadcasting Corp.
Business Address.....P. O. Box 848
Phone Number 863
Studio Address.....336 Second Ave.
Transmitter Location.....336 Second Ave.
Time on the Air....10 a.m. to 2:01 p.m. and 5:00 p.m. to 7:30 p.m.
News Service.....CBC News
Transcription Service.....C. P. MacGregor
CBC Representative.....Ira Dilworth, Vancouver B. C.
Representative .....Stovin & Wright

Personnel

Owner.....F. E. Batt
Publicity Director.....Jean Wait
Station-Commercial Manager.Sydney Anderson
Acting Program Director-Chief Announcer .....F. R. Halhed
Chief Engineer.....C. H. Insulander

•

CBR

VANCOUVER—EST. 1925

CANADIAN BROADCASTING CORP.

BRITISH COLUMBIA REGIONAL NETWORK

Frequency: 1130 Kc.....Power: 5000 Watts
Owned-Operated By.....Canadian Broadcasting Corp.
Address .....Hotel Vancouver
Phone Number .....MArine 6121

Transmitter Location.....Lulu Island, B. C.
Time on the Air.....7:30 a.m. to 11:30 p.m.
News Service.....Canadian Press; UP
Representative.....Canadian Broadcasting Corp.

Personnel

CBC Representative-Station Manager.....Ira Dilworth
CBC Commercial Representative.H. W. Paulson
Program Manager.....Ernest Morgan
Publicity Representative.....Pat Keatley
Chief Announcer.....Dick Halhed
Director of School Broadcasts..Kenneth Caple
Chief News Editor.....Dick Elson
Regional Farm Commentator...Fergus Mutrie
Chief Engineer.....N. R. Olding

•

CJOR

VANCOUVER—EST. 1926

CBC

Frequency: 600 Kc.....Power: 1000 Watts
Owned-Operated By.....CJOR, Ltd.
Business Address.....846 Howe St.
Phone Number.....MArine 6464
Transmitter Location.....Lulu Island, B. C.
Time on the Air:.....6:30 a.m. to 11:30 p.m.; Sundays, 9:00 a.m. to 11:00 p.m.
News Service.....UP
Transcription Service.....NBC Thesaurus; United Transcribed Service
Representative.....J. H. McGillvra (U.S.A.); H. Stovin & Wright (Canada)

Personnel

President.....G. C. Chandler
Station Manager.....G. C. Chandler
Commercial Manager.....Don Laws
Publicity Director.....N. Anthony
Program Director.....Ross Mortimer
Chief Announcer.....Dave Hill
Chief Engineer.....A. Chandler

•

CKMO

VANCOUVER—EST. 1923

CANADIAN BROADCASTING CORP.

Frequency: 1410 Kc.....Power: 100 Watts
Owned & Operated By.....British Columbia Broadcasting System, Ltd.
Address.....812 Robson St.
Phone Number.....MArine 1271
Transmitter Location.....500 Beatty St.
Time on the Air.....17 hours daily
News Service.....British United Press
Transcription Service.....C. P. MacGregor
Representative.....Radio Representatives, Ltd.; Howard H. Wilson Co.

Personnel

President.....B. Arundel
Station Manager.....W. R. Gardner
Commercial-Sales Promotion Manager.....A. N. Goodwin
Program-Publicity Director.....D. G. Hill
Chief Announcer.....J. Carbutt
Chief Engineer.....R. Whiteside

•

CKWX

VANCOUVER—EST. 1923

Frequency: 980 Kc.....Power: 1000 Watts
Owned-Operated By Western Broadcasting, Co., Ltd.
Address.....543 Seymour Street
Phone Number.....MArine 3344
Transmitter Location.....Lulu Island, B. C.
Time on the Air.....6:30 a.m. to 11:30 p.m.
News Service.....Press News
Transcription Service.....World Broadcasting System; Lang-Worth
Representative....Weed & Co. (United States); All-Canada Radio Facilities, Ltd. (Canada)

Personnel

President.....Arthur Holstead
Station Manager.....Frank H. Elphicke
Reg. Sales Mgr.....John Hunt
Sales Service Manager.....R. I. Crotty
Chief Announcer.....Ken Hughes
Program Director.....Stuart MacKay
Chief Engineer.....Gordon Fairweather
Chief Engineer.....E. R. MacIntyre

•

CJVI

VICTORIA—EST. 1934

DOMINION-CBC (Secondary)

Frequency: 1480 Kc.....Power: 500 Watts
Owned-Operated By....Island Broadcasting Company, Ltd.
Address.....7th Floor, Central Building, 620 View Street
Phone Number.....Garden 2014
Transmitter Location.....Portage Inlet
Time on the Air.....7 a.m. to 11:00 p.m.
Newspaper Affiliation.....The Daily Colonist
News Service.....AP, CP
Transcription Service.....NBC Thesaurus
Representative....All-Canada Radio Facilities, Limited (Canada); Weed & Co. (U.S.A.)

Personnel

President.....W. T. Matson
General Manager.....M. V. Chesnut
Program Director.....A. R. Smith
Publicity Director.....Barry Wood
Chief Announcer.....Dick Batey
Musical Director.....A. R. Smith
Chief Engineer.....J. Sommers

MANITOBA

CKX

BRANDON—EST. 1928

CBC

Frequency: 1150 Kc.....Power: 1000 Watts
Owned-Operated By ....Manitoba Telephone System
Address .....8th Street & Princess Ave.
Phone Number 4532
Transmitter Location .....Brandon, Man.
Time on the Air.....7:30 a.m. to 11:30 p.m.
Transcription Service.....NBC Thesaurus

Personnel

President.....J. E. Lowry
Station Manager .....W. F. Seller
Sales Manager.....G. A. Arnst

CFAR

FLIN FLON—EST. 1937

CBC (Supplementary)

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Arctic Radio Corporation
Address .....120 Main Street
Phone Number 290
Transmitter Location.....120 Main Street
Time on the Air.....7 a.m. to 11:00 p.m.; Sundays, 9:00 a.m. to 10:00 p.m.
Transcription Service.....World Broadcasting System
Representative.....H. N. Stovin (Canada); J. H. McGillvra (U.S.A.)

Personnel

Station Manager.....R. H. Wright

CKRC

WINNIPEG—EST. 1934

DOMINION NETWORK

Frequency: 630 Kc.....Power: 1000 Watts
Owned-Operated By....Transcanada Communications, Limited
Business Address.....Free Press Building
Phone Number 92266
Transmitter Location .....Middlechurch, Manitoba



WITH THE 27 "ALL-CANADA" STATIONS

Each a key station in its market, selected for high coverage and prestige. Get details from your agency, or write

U.S.A. Representative: **WEED AND COMPANY**

ALL-CANADA RADIO FACILITIES *Limited*

Montreal • Toronto • Winnipeg • Calgary • Vancouver

Time on the Air: 6:30 a.m. to 12 midnight; Saturdays, 6:30 a.m. to 1 a.m.; Sundays, 6:30 a.m. to 11:30 p.m.
Transcription Service.....World Broadcasting System; Langworth
News Service .....AP
Representative...All-Canada Radio Facilities (Canada); Weed & Co. (U.S.A.)

Personnel

President .....Clifford Sifton
Station Manager .....Gerry Gaetz
Chief Engineer .....A. W. Hooper

CKY

WINNIPEG—EST. 1922

CANADIAN BROADCASTING CORP.
Frequency: 990 Kc.....Power: 15000 Watts
Owned-Operated By.....Manitoba Telephone System
Address .....Portage Ave., East
Phone Number.....92191
Transmitter Location.....St. Francis Xavier
Time on the Air.....7 a.m. to 11:35 p.m.
News Service..... British UP
Transcription Service.....NBC Thesaurus
Representative.....H. N. Stovin (Canada); Joseph Hershey McGillvra (U.S.A.)

Personnel

Commissioner of Telephones.....J. E. Lowry
Station Manager .....William Backhouse
Commercial Manager.....A. Messner
Program Director.....R. H. Roberts
Publicity Director.....W. G. Carpentier
Chief Announcer .....N. Micklewright
Musical Director.....P. H. Richardson
Chief Engineer.....W. A. Duffield

NEW BRUNSWICK

CKNB

CAMPBELLTON—EST. 1939

CANADIAN BROADCASTING CORP.
CBC-MARITIMES
Frequency: 950 Kc.....Power: 1000 Watts
Owned-Operated By.....Restigouche Broadcasting Co., Ltd.
Address .....Chateau Restigouche
Phone Number 8
Transmitter Location.....Maple Green, N. B.
Time on the Air.....8:00 a.m. to 11:00 p.m.; Sundays: 9:00 a.m. to 11:00 p.m.
Representative: All-Canada Radio Facilities, Ltd. (Canada)

Personnel

Managing Director.....Dr. Charles H. Houde
Station Manager .....Stan Chapman
Chief Announcer .....Jim Woods
Chief Engineer.....L. P. Paquet

CFNB

FREDERICTON—EST. 1923

CBC-BASIC
Frequency: 550 Kc .....Power 1000 Watts
Owned-Operated By.....James S. Neill & Sons, Ltd.
Address ..... Queen St.
Phone Number 209
Transmitter Location.....Lincoln, N. B.
Time on the Air.....7 a.m. to 12 midnight
News Service..... British UP
Transcription Service. .....NBC Thesaurus
Representative.....All-Canada Radio Facilities (Canada); Weed & Co. (U.S.A.)

Personnel

General Manager.....J. Stewart Neill
Chief Announcer.....Cleve Stillwell
Chief Engineer.....E. S. Cassidy

CKCW

MONCTON—EST. 1934

CANADIAN BROADCASTING CORP.
Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By....The Moncton Broadcasting Company, Limited
Address .....Knights of Pythias Bldg.
Phone Number.....3388
Transmitter Location.....Harrisville, N. B.
Time on the Air.....7 a.m. to 11:15 p.m.
News Service.....British UP
Newspaper Affiliation .....Moncton Times
Transcription Service.....World Broadcasting System; United Transcribed Service
Representative....Stovin & Wright (Canada); Joseph McGillvra (U.S.A.)

Personnel

President.....J. L. Black
Station Manager.....F. A. Lynds
Program Director.....Earl McCarron
Chief Engineer.....J. A. White

CBA

SACKVILLE—EST. 1939

Frequency: 1070 Kc.....Power: 50000 Watts
Owned-Operated By.....Canadian Broadcasting Corporation

Address.....United Service Building., 100 Sackville St., Halifax, N. S.
Phone Number B6188
Transmitter Location.....Sackville, N. B.
Time on the Air.....8 a.m. to 12 midnight
News Service..... CBC
Transcription Service..... Langworth
Representative.....Canadian Broadcasting Corporation

Personnel

General Manager.....Dr. Augustin Frignon
Regional Representative.....George Young
Program Division.....S. R. Kennedy
Regional Engineer .....H. M. Smith

•

CHSJ

SAINT JOHN—EST. 1934

CANADIAN BROADCASTING CORP.
MARITIME NETWORK

Frequency: 1150 Kc.....Power: 1000 Watts
Owned-Operated By....New Brunswick Broadcasting Company, Limited
Address..... 14-16 Church Street
Phone Number.....3-2307
Transmitter Location.....Coldbrook, Saint John, N. B.
Time on the Air.....6:45 a.m. to 12 midnight; Sundays: 7:45 a.m. to 12 midnight
Newspaper Affiliation..The Telegraph-Journal & The Evening Times-Globe
News Service.....Press News, Limited
Transcription Service.....World Broadcasting System
Representative.....Stovin & Wright (Canada); Joseph Hershey McGillvra (U. S. A.)

Personnel

President.....H. P. Robinson
Station Manager.....L. W. Bewick
Commercial Manager.....George Cromwell
Sales Promotion Manager.....Willard King
Publicity Director.....Christine Fewings
Musical Director.....Bruce Holder
Chief Engineer.....J. G. Bishop

NOVA SCOTIA

CJFX

ANTIGONISH—EST. 1942

CANADIAN BROADCASTING CORP.

Frequency: 580 Kc.....Power: 1000 Watts
Owned-Operated By.....Atlantic Broadcasters, Ltd.
Address: Broadcasting Bldg., Antigonish, N. S.
Phone Number 66
Transmitter Location.Post Rd., Antigonish, N. S.
Time on the Air.....7:45 a.m. to 12 midnight
News Service .....CBC News
Representative.....James L. Alexander

Personnel

President-Station Manager.....J. Clyde Nunn
Sales Promotion Manager.....Robert Munroe
Program Director.....T. C. Robertson
Publicity Director.....N. M. McKenna
Musical Director .....Margaret MacDonald
Chief Engineer.....Gordon MacDougall

•

CHNS

HALIFAX—EST. 1926

CANADIAN BROADCASTING CORP.

Frequency: 960 Kc.....Power: 1000 Watts
Owned-Operated By.....Maritime Broadcasting Company
Address .....10 Tobin Street (Broadcasting House)
Phone Number 3-8318
Transmitter Location....Bedford, Nova Scotia
Time on the Air.....7:30 a.m. to 12 midnight
News Service.....AP; British UP
Transcription Service.....Langworth; NBC Thesaurus
Representative: All-Canada Radio Facilities (Canada); Weed & Co. (U.S.A.)

Personnel

Managing Director.....Major Wm. C. Bovvett
Assistant .....John L. Redmond
Program Manager.....F. Fletcher Coates
Musical Director .....William Strickland
Director of War Programs....Wm. C. Bovvett
Publicity Director.....John E. Flynn
Chief Engineer.....A. W. Greig

•

CJCB

SYDNEY—EST. 1929

CANADIAN BROADCASTING CORP.

Frequency: 1270 Kc.....Power: 1000 Watts
Owned-Operated By....Eastern Broadcasters, Ltd.
Address ..... Radio Bldg.
Phone Number.....209-1412
Transmitter Location.....South Bar, C. B.
Time on the Air.....8 a.m. to 12 midnight
News Service.....Canadian Press News
Transcription Service.....NBC Thesaurus
Representative.....All-Canada Radio Facilities (Canada); Weed & Co. (U.S.A.)

Personnel

Commercial-Advertising Manager, N. Nathanson
Chief Announcer ..... .L. McInnis
Sales Manager.....C. H. McDougall
Publicity Director.....O. W. Loeb
Musical Director.....Mrs. A. F. McKinnon
Chief Engineer.....A. Vernon

CJLS

YARMOUTH—EST. 1934

CANADIAN BROADCASTING CORP.
MARITIME NETWORK

Frequency: 1340 Kc.....Power: 100 Watts
Owned By .....Gateway Broadcasting Company
Operated By.....Laurie L. Smith
Address .....Radio Building, Main Street
Phone Number..... 500
Transmitter Location.....Radio Building
Time on the Air.....8 a.m. to 12 midnight
News Service.....Transradio
Transcription Service.....Lang-Worth
Representative...All-Canada Radio Facilities, Ltd., Weed & Co.

Personnel

President-Station Manager....Laurie L. Smith
Commercial Manager-Chief Announcer .....Ronald Fraser
Sales Promotion Manager-Program Director.....Ronald C. Fraser
Librarian-Director of Women's Programs .....Barbara Smith
Continuity Director.....Elsie Drew
Chief Engineer.....Donald L. Smith

ONTARIO

CKPC

BRANTFORD—EST. 1933

CBC

Frequency: 1380 Kc.....Power: 100 Watts
Operated By: Telephone City Broadcast, Ltd.
Address .....49-51 Colborne St.
Phone Number.....625
Transmitter Location.....Glebe Property
Time on the Air: 9 a.m. to 11 p.m.; Sundays, 9 a.m. to 11 p.m.
News Service .....British UP
Transcription Service .....World Broadcasting System; United Transcribed Service
Representative.....J. L. Alexander

Personnel

Owner-Manager .....Mrs. J. D. Buchanan
Sales Manager .....Jess Joffray
Chief Engineer.....Alfred Teague

CFBR

CBC

BROCKVILLE—EST. 1925

Frequency: 1450 Kc.....Power: 100 Watts
Owned-Operated By.....J. C. Whitby
Business Address.Fulford Bldg., Market Square
Phone Number 4628
Studio Address .....Prescott Road
Transmitter Location.....Leed County
Time on the Air.....8:00 a.m. to 11:00 p.m.
Transcription Service.....Lang-Worth
Representatives.....Stovin & Wright; Joseph Hershey McGillvra, Inc.

Personnel

Owner-Station Manager.....J. C. Whitby
Commercial Manager.....Helen Everetts
Sales Promotion Manager.....L. B. Cohan
Chief Engineer .....G. W. Andrews

CFCO

CHATHAM—EST. 1925

CANADIAN BROADCASTING CORP.

Frequency: 630 Kc.....Power: 100 Watts
Owned-Operated By.....John Beardall
Business Address.....P. O. Box 275
Phone Number..... 2626
Studio Address.....William Pitt Hotel
Transmitter Location.....William Pitt Hotel
Time on the Air: 7:15 a.m. to 10:30 p.m.; Sundays, 9 a.m. to 10:30 p.m.
News Service..... British UP

Personnel

Owner-Manager .....John Beardall
Commercial Manager.....Peter A. Kirkey
Chief Engineer .....Gordon Brooks

CKPR

FORT WILLIAM—EST. 1931

CANADIAN BROADCASTING CORP.

Frequency: 580 Kc.....Power: 1000 Watts
Owned-Operated By...Dougall Motor Car Co.
Address.....Radio Hall, South May St.
Phone Number 315
Transmitter Location .....Memorial Ave., Port Arthur, Ont.
Time on the Air.....7:45 a.m. to 11 p.m.
News Service.....UP, Canadian Press
Transcription Service.....NBC Thesaurus; United Transcribed Service

Representative....Radio Representatives, Ltd., Inland Broadcasting Service (Canada), Howard H. Wilson Co. (U.S.A.)

Personnel

President .....H. F. Dougall
V.-P. and Station Manager.....R. H. Parker
Commercial Manager.....John Downs

•

CHML

HAMILTON—EST. 1927

CANADIAN BROADCASTING CORP.

Frequency: 900 Kc.....Power: 1000 Watts
Owned-Operated By....Maple Leaf Radio Co., Ltd.
Business Address.....36 James St., South
Phone Number 7-1539
Studio Address.....Pigott Building
Transmitter Location.....Aldershot, Ont.
Time on the Air.....6:45 a.m. to 12:00 p.m.; Sundays, 9:00 a.m. to 12:00 p.m.
News Service.....AP; Canadian Press
Transcription Service.....Standard Radio; Associated Music Publishers; United Transcribed Service
Representatives....Joseph Hershey McGillvra, Inc.; Metropolitan Broadcasting Service, Ltd., H. N. Stovin

Personnel

President.....Hon. A. C. Hardy
Manager.....Kenneth D. Soble
Sales Promotion Manager.....Thomas Darling
Program Director.....Stuart G. Kenney
Director of War Programs...Louella Weresub
Publicity Director.....Louis G. Spector
Chief Announcer.....Harold Stubbs
Sports & Special Events..Norman S. Marshall
Musical Director.....Philip Tahany
Chief Engineer..... William Crawford

•

CKOC

HAMILTON—EST. 1922

CANADIAN BROADCASTING CORP.

Frequency: 1150 Kc...Power: 1000 d.; 500 n.
Owned-Operated By.....Wentworth Radio Broadcasting Co.
Address .....King William & John Sts.
Phone Number..... 7-4484
Transmitter Location.....Queen Elizabeth Highway, Cherry Beach
Time on the Air:7 a.m. to 11:30 p.m.; Sundays, 9 a.m. to 11:30 p.m.
News Service.....British U. P.
Transcription Service.....World Broadcasting System; NBC Thesaurus
Representative.....All-Canada Radio Facilities (Canada); Weed & Co. (U.S.A.)

Personnel

President.....H. R. Carson
Station Manager.....W. T. Cranston
Assistant Manager.....W. A. Speers
Commercial Manager.....W. M. Guild
Sales Promotion Manager-Publicity Director .....R. D. Amos
Program Director-Artists' Bureau Head, J. Lyman Potts
Continuity Editor.....Perce LeSueur
Chief Announcer .....Werner Bartmann
Chief Engineer.....Leslie Horton

•

CJRL

KENORA—EST. 1939

CANADIAN BROADCASTING CORP.

Frequency: 1220 Kc.....Power: 1000
Owned-Operated By....Kenora Broadcasting Co.
Address ..... Kenricia Hotel
Phone Number..... 717
Transmitter Location .....Jaffray Township
Time on the Air.....7:00 a.m. to 11:00 p.m.
Representative .....Slovan & Wright, J. H. McGillvra

Personnel

Station Manager .....Howard Clark

•

CFRC

KINGSTON—EST. 1923

Frequency: 1490 Kc.....Power: 100 Watts
Owned-Operated By.....Queens University & Kingston Whig-Standard
Business Address.....300 King St.
Phone Number 4401
Studio Address.....Fleming Hall, Queen's University
Transmitter Location.....Fleming Hall Queen's University
Time on the Air.....Special occasions only
Newspaper Affiliation ... ...Whig-Standard

Personnel

Principal.....Dr. R. C. Wallace
(Non-Commercial Station)

•

CKWS

KINGSTON—EST. 1942

CANADIAN BROADCASTING CORP.

Frequency: 960 Kc.....Power: 1000 Watts
Owned-Operated By.....Allied Broadcasting Corp., Ltd.
Address .....King St.
Phone Number 4405
Transmitter Location.....Wolfe Island

Time on the Air.....17 hours
Newspaper Affiliation.....Kingston Whig-Standard
News Service .....Canadian Press
Transcription Service.....NBC Thesaurus; United Transcribed Service
Representative...National Broadcasting Sales (Canada); Weed & Co. (U.S.A.)

Personnel

President.....Senator W. R. Davies
Station Manager.....Jack M. Davidson
Program Director.....Charles R. Millar
Publicity Director.....Harry R. McLay
Musical Director .....Bruce Tremeer
Chief Engineer.....George McCurdy

•

CJKL

KIRKLAND LAKE—EST. 1933

CANADIAN BROADCASTING CORP.

Frequency: 560 Kc.....Power: 1000 Watts
Owned-Operated By.....Northern Broadcasting & Publishing, Ltd.
Address .....Arcade Building
Phone Numbers.....27; 281
Transmitter Location.....Dane, Ontario
Time on the Air.....7:15 a.m. to 12:00 p.m.; Sundays, 9:00 a.m. to 11:30 p.m.
Newspaper Affiliation....Timmins Daily Press
News Service...Canadian Press; Press News
Transcription Service..United, NBC Thesaurus
Representative: Weed & Co., Nat'l B'cast. Sales

Personnel

President .....R. H. Thomson
General Manager.....Jack H. Cooke
Station Manager.....Dan V. Carr
Program Director.....Martin Silburt
Chief Announcer-Musical Director..Herb Arlon
Chief Engineer .....Tom Watson

•

CKCR

KITCHENER-WATERLOO—EST. 1929

CBC (Alternate)

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Kitchener & Waterloo Broadcasting Co.
Address .....Waterloo Trust Building
Phone Number.....Kitchener 2-1246
Transmitter Location.....2 miles outside of Kitchener
Time on the Air.....7 a.m. to 11 p.m.
News Service.....Canadian Press
Transcription Service.....United Transcribed Service
Representative.....Stovin & Wright

Personnel

Station Manager.....W. C. Mitchell
Commercial Manager.....G. Liddle
Program Director .....Gordon Shaw
Chief Announcer .....Martin Stroh
Chief Engineer..... Ion Hartman

•

CFPL

LONDON—EST. 1933—EST. 1922

CANADIAN BROADCASTING CORP.

Frequency: 1570 Kc.....Power: 1000 Watts
Owned-Operated By.....London Free Press Printing Co.
Address .....Richmond St.
Phone Number.....Metcalfe 5200
Transmitter Location...Westminster Township
Time on the Air.....7:30 a.m. to 11:30 p.m.; Sundays, 9 a.m. to 12 midnight
Newspaper Affiliation ....London Free Press
Transcription Service.....NBC Thesaurus
Representative.....Stovin & Wright (Canada); Joseph Hershey McGillvra, Inc. (U.S.A.)

Personnel

Chief Executive.....Charles Thomas
Station and Sales Manager....Philip H. Morris
Chief Engineer .....Cecil York

•

CFCH

NORTH BAY—EST. 1931

CBC

Frequency: 600 Kc.....Power: 100 Watts
Owned-Operated By.....Northen Broadcasting & Publishing, Ltd.
Address .....37 Main St., East
Phone Number..... 2400
Transmitter Location.....37 Main St., East
Time on the Air...7:00 a.m. to 12:00 midnight
Newspaper Affiliation....Timmins Daily Press
News Service...Press News; Canadian Press
Transcription Service.....NBC Thesaurus; United Transcribed Service
Representative...National Broadcasting Sales

Personnel

President .....R. H. Thomson
Station Manager.....Cliff Pickrem
General Manager .....J. K. Cooke
Program Director.....Ernest Courtney
Publicity Director.....Ray Doherty
Chief Engineer.....Jack Barnaby

•

CBO

OTTAWA—EST. 1924

CANADIAN BROADCASTING CORP.

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Operated By.....Canadian Broadcasting Corporation
Business Address.....Chateau Laurier Hotel; Victoria Bldg.
Phone Number 2-1151
Studio Address .....Chateau Laurier Hotel
Transmitter Location.....Hawthorne, Ontario
Time on the Air.....7:25 a.m. to 11:30 p.m.

News Service .....CBC News
Representative.....Canadian Broadcasting Corp.

Personnel

General Manager .....Dr. J. Thomson
Station Manager.....Charles P. Wright
Senior Announcer.....T. O'Dell
Chief Operator.....E. C. Stewart

CKCO

OTTAWA—EST. 1924

Frequency: 1310 Kc.....Power: 1000 Watts
Owned-Operated By .....Dr. G. M. Gelbert
Address.....272 Somerset St., West
Time on the Air:8 a.m. to 11 p.m.; Sundays, 12 noon to 11 p.m.
Transcription Service.....Associated Music Publishers; Lang-Worth
Representative.....Stovin & Wright (Canada); Joseph Hershey McGillvra (U.S.A.)

Personnel

Manager.....G. M. Gelder

CFOS

OWEN SOUND—EST. 1940

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Grey & Bruce Broadcasting Co.
Address .....904 Second Ave., East
Phone Number..... 1940
Transmitter Location.....R. R. No. 4, Sydenham Township, Ont.
Time on the Air: 7:45 a.m. to 9:15 p.m.; Sundays, 8:45 a.m. to 9:45 p.m.,
Newspaper Affiliation.....Owen Sound Daily Sun Times
News Service .....Canadian Press
Transcription Service.....World Broadcasting System
Representatives....Stovin & Wright (Canada); Joseph Hershey McGillvra, Inc. (U.S.A.)

Personnel

President.....Howard Fleming
Station Manager.....William N. Hawkins
Commercial Manager .....William Hawkins
Program Director.....H. Blois Witton
Musical Director.....Marie Keenan
Publicity Director .....Muriel Ready
Chief Engineer .....William Vallins

CHPS

PARRY SOUND—EST. 1942

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Parry Sound Broadcasting Co.
Address .....47A James St.
Phone Number.....700
Transmitter Location.....MacDougall Township, Ont.
Time on the Air.....7:45 a.m. to 11:15 p.m.; Sundays, 9 a.m. to 12 midnight
News Service .....Press News
Transcription Service.....United Transcribed Service
Representative.....Stovin & Wright

Personnel

President .....W. A. Mitchell
Station Manager.....Gordon E. Smith

CHOV

PEMBROKE—EST. 1942

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Ottawa Valley Broadcasting Co., Ltd.
Address .....197 Albert St.
Transmitter Location.....East of Pembroke
Time on the Air.....Unlimited license
Transcription Service.....NBC Thesaurus
Representatives...Stovin & Wright (Canada); Joseph Hershey McGillvra, Inc. (U.S.A.)

Personnel

President .....D. A. Jones
Station Manager.....E. G. Archibald

CHEX

PETERSBOROUGH—EST. 1942

CANADIAN BROADCASTING CORP.

Frequency: 1430 Kc.....Power: 1000 Watts
Owned-Operated By..... .Peterborough Broadcasting Co.
Address .....Examiner Bldg.
Phone Number 4641
Transmitter Location.....Otanabee Township, Ont.
Time on the Air.....7:30 a.m. to 11:15 p.m.
Newspaper Affiliation.....Peterborough Examiner
News Service.....Canadian Press
Transcription Service.....NBC Thesaurus; United Transcribed Service, All Canada
Representative...National Broadcasting Sales

Personnel

President.....Sen. W. Rupert Davies
Vice-President.....Roy H. Thomson
General Manager..... Jack K. Cooke
Station Manager .....Hal E. Cooke
Program Director .....Don Insley
Musical Director .....Karl E. Monk
Chief Engineer .....Bert Crump

CKTB

ST. CATHARINES—EST. 1933

CANADIAN BROADCASTING CORP.

Frequency: 1550 Kc.....Power: 1000 Watts
Owned-Operated By.....Silver Spire Broadcasting Station, Ltd.
Address .....12 Yates Street
Phone Number..... 3900

Transmitter Location....Port Dalhousie, Ont.
Time on the Air.....15 hours daily
Transcription Service.....United Transcribed Service
Representatives.....James L. Alexander; Joseph Hershey McGillvra, Inc.

Personnel

President-Station Manager.....E. T. Sandell
Commercial-Sales Promotion Manager .....Bruce St. George
Program Director-Chief Announcer.....Jack McQuillan
Production Manager-Publicity Director.....Gregory Pettitt
Musical Director .....Clarence Colton
Chief Engineer.....W. H. Allen

•

CJIC

S S MARIE—EST. 1934

CBC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.Hyland Broadcasting Co.
Address ..... Windsor Hotel
Phone Number 3500
Transmitter Location.....Korah Township
Time on the Air: 7:30 a.m. to 11:30 p.m.; Sundays, 8 a.m. to 11 p.m.
News Service.....Press News
Transcription Service.....NBC Thesaurus; United Transcribed Service
Representative.....J. L. Alexander

Personnel

General Manager.....J. G. Hyland
Sales Manager .....Victor Haft
Chief Engineer .....M. Fisher

•

CJCS

STRATFORD—EST. 1927

Frequency: 1240 Kc.....Power: 100 Watts
Owned-Operated By..Central Broadcasting Co.
Address .....Windsor Hotel
Phone Numbers.....1675; 1676
Transmitter Location.....Windsor Hotel
Time on the Air.....7 a.m. to 10 p.m.
News Service..... British UP
Representative....All-Canada Radio Facilities (Canada); Weed & Co. (U.S.A.)

Personnel

President.....F. M. Squires
Station-Commercial Manager....S. E. Tapley
Sales Promotion Manager.....G. Pomroy
Program-Musical Director....C. W. Trethewey
Chief Engineer.....George Hildebrand

•

CKSO

SUDBURY—EST. 1935

CANADIAN BROADCASTING CORP.

Frequency: 790 Kc.....Power: 1000 Watts
Owned-Operated By.....Sudbury Daily Star, Ltd.
Address .....21 Elgin St.
Phone Number 77-505
Transmitter Location.....Neelon Township
Time on the Air.....7 a.m. to 12 midnight
Newspaper Affiliation ....Sudbury Daily Star
News Service .....British UP
Transcription Service... World Broadcasting System; NBC Thesaurus
Toronto Office....611 Star Bldg., W. J. Woodill
Representative....All-Canada Radio Facilities (Canada); Weed & Co. (U.S.A.)

Personnel

President.....W. E. Mason
Station Manager .....Clare Chambers
Chief Engineer.....J. McRae

•

CKGB

TIMMINS—EST. 1933

Frequency: 1470 Kc.....Power: 1000 Watts
Owned-Operated By...Northern Broadcasting & Publishing, Ltd.
Address .....Thomson Bldg., (Cedar St.)
Phone Number 1500
Transmitter Location.....Mattagami Heights, Mountjoy Township
Time on the Air...7:00 a.m. to 12:00 midnight
Newspaper Affiliation..Timmins Daily Press; Val D'Or Star
News Service .....British UP
Transcription Service.....NBC Thesaurus
Representative...All-Canada Radio Facilities, Weed & Co. (U.S.A.)

Personnel

President .....R. H. Thomson
Station Manager.....T. R. Morrow
General Manager.....J. K. Cooke
Program-Musical Director.....Harrison Flint
Publicity Director .....Jo Anne Ciochetto
Chief Announcer.....Fred Darling
Chief Engineer.....Ernest Mott

•

CBL

TORONTO—EST. 1927

CBC—NBC

Frequency: 740 Kc.....Power: 50000 Watts
Owned-Operated By...Canadian Broadcasting Corporation
Business Address .....805 Davenport Rd.
Phone Number .....Kenwood 9411
Studio Address.....805 Davenport Rd.
Transmitter Location.....Hornby, Ont.
Time on the Air.....7 a.m. to 11:33 p.m.
News Service .....C.P., BUP
National Sales Office Address..55 York St., Toronto
Representative..... Canadian Broadcasting Corp.

Personnel

Acting General Manager.....Dr. A. Frignon
Regional Representative ....Dick Claringbull
Night Supervisor .....Walter Anderson
Commercial Manager-Supervisor of Press and Information.....E. A. Weir
Publicity Representative.....H. M. Ball
Chief Announcer .....Elwood Glover
Music Director .....J. M. Beaudet
Regional Engineer.....M. L. Poole
Production Manager .....James Finley
Chief Operator .....Howard Hilliard

CJBC

TORONTO—EST. 1936

CBC—CJBC—BBC—NBC—MBS

Frequency: 1010 Kc.....Power: 1000 Watts
Owned-Operated By.....Canadian Broadcasting Corporation
Business Address..... 55 York St
Phone Numbers: Adelaide 5771 (business office); Kenwood 9411 (studio)
Studio Address.....805 Davenport Rd.
Transmitter Location.....Dixie, Ont.
Time on the Air.....7:45 a.m. to 11:33 p.m.
News Service.....CBC News Service
National Sales Office Address....55 York St., Toronto
Representative.....Canadian Broadcasting

Personnel

Regional Representative-Station Manager .....Dick Claringbull
Night Supervisor .....Walter Anderson
Commercial Manager-Supervisor of Press and Information.....E. A. Weir
Studio Press Representative..T. W. Deachman
Regional Engineer.....M. L. Poole
Chief Operator .....Howard Hilliard

CFRB

TORONTO—EST. 1927

COLUMBIA BROADCASTING SYSTEM

Frequency: 860 Kc..... ...Power: 10000 Watts
Owned-Operated By.....Rogers Radio Broadcasting Co., Limited
Address.....37 Bloor Street, West
Phone Numbers: Midway 3515-6-7; Midway 4643-4-5
Transmitter Location.....Aurora, Ontario
Time on the Air: 7 a.m. to 12:05 a.m.; Sundays, 9 a.m. to 12:05 a.m.
News Service .....AP, UP

CFRB Guarantees SALES!

TORONTO

PRIMARY COMMERCIAL AREA	URBAN	RURAL	TOTAL
POPULATION	1,516,397	833,853	2,350,250
HOUSEHOLDS			554,304
RADIO HOMES			403,256
POTENTIAL RADIO LISTENERS			1,709,805
RETAIL TRADE			$627,697,274

COVER THIS PROSPEROUS, RESPONSIVE MARKET IN CANADA *with 'the favourite station in Canada's Richest Market'*.....

Represented By: All-Canada Radio Facilities in Canada, and Joseph Hershey McGillvra, Inc., in the U. S.

CFRB

Transcription Service.....NBC Thesaurus; Lang-Worth
Representative.....Joseph Hershey McGillvra

Personnel

President.....Harry Sedgwick
Station Manager.....E. L. Moore
Program Director and Chief Announcer .....Wes McKnight
Musical Director .....Wally Armour
Chief Engineer .....Jack Sharpe

•

CKCL

TORONTO—EST. 1925

MUTUAL BROADCASTING SYSTEM

Frequency: 580 Kc.....Power: 1000 Watts
Owned-Operated By.....Dominion Battery Co., Limited
Address .....444 University Ave.
Phone Number .....Adelaide 1014
Transmitter Location.....Scarboro, Ont.
Time on the Air: 7:30 a.m. to 12:15 a.m.; Sundays, 9 a.m. to 12:05 a.m.
News Service..... British UP
Transcription Service..World, Standard Radio Representatives...Radio Representatives, Ltd. (Montreal); Joseph Hershey McGillvra, Inc. (U.S.A.)

Personnel

President .....Henry S. Gooderham
Station and Commercial Manager..A. E. Leary
Program-Publicity-Musical Director.....Maurice Dalton Rapkin
Chief Announcer.....J. Edgar Guest
Secretary-Treasurer.....Elsa G. B. Main
Chief Engineer .....Ernest O. Swan

•

CKNX

WINGHAM—EST. 1926

CANADIAN BROADCASTING CORP.

Frequency: 920 Kc.....Power: 1000 Watts
Owned-Operated By.....W. T. Cruickshank and B. H. Bedford
Address .....Josephine St.
Phone Number 158
Transmitter Location..... Belgrave
Time on the Air.....7:30 a.m. to 11:00 p.m.
Transcription Service .....All-Canada
Representative.....J. L. Alexander

"TORONTO CANADA"

Has Three Great Radio Stations

Ask Joe McGillvra .

About

CKCL

The Mutual Affiliate!

TELESCRIPTS,

widely sponsored,

are available

only on the special

AP

radio news wire

Personnel

General Manager.....W. T. Cruickshank
Commercial Manager .....Bill Beattie
Chief Announcer .....John Brent
Sales Promotion Manager.....F. Johnson
Musical Director .....H. V. Pym
Chief Engineer .....G. Cruickshank

•

C K L W

WINDSOR—EST. 1932
MUTUAL—CBC

Frequency: 800 Kc.....Power: 5000 Watts
Owned-Operated By.....Western Ontario Broadcasting Co.
Business Addresses:..Guaranty Trust Bldg., Windsor; Union Guardian Bldg., Detroit, Mich.
Phone Numbers: 4-1155 (Windsor) Cadillac 7200 (Detroit)
Studio Address.....Guaranty Trust Bldg.
Transmitter Location.....Sandwich, South, Essex County, Ontario
Time on the Air.....6 a.m. to 4 a.m.
News Service..... UP
Transcription Service.....World Broadcasting System
Representative....Joseph Hershey McGillvra

Personnel

General Manager.....J. E. Campeau
Station Manager.....William J. Cartet
Commercial Manager.....Richard E. Jones
Program Director.....John Gordon
Production Manager-Publicity Director .....Frank Burke
Sales Promotion Manager....Lois M. Michels
Traffic Manager .....Margaret Pratt
Chief Engineer.....William J. Carter

A *No.* 1 JOB in the DETROIT AREA

Time-sales records established by CKLW prove that lots of radio-wise advertisers think we're a great station. 5,000 watts at 800 kc., gives the largest coverage in America's Third Market.

CKLW

J. H. McGillvra, Inc.
Representative

5,000 watts Day and Night • 800 kc.
Mutual Broadcasting System

PRINCE EDWARD ISLAND

CFCY

CHARLOTTETOWN—EST. 1924

CANADIAN BROADCASTING CORP.
MARITIME NETWORK

Frequency: 630 Kc.....Power: 1000 Watts
Owned-Operated By.....Island Radio Broadcasting Co.
Address .....85 Kent St.
Phone Number 741
Transmitter Location...West Royalty, P. E. I.
Time on the Air.....7:30 a.m. to 12 midnight
News Service....Canadian Press & British UP
Transcription Service.....Standard Radio; Lang-Worth, All-Canada
Representative...All-Canada Radio Facilities (Canada); Weed & Co. (U.S.A.)

Personnel

Managing Director.....Lt. Col. K. S. Rogers
Program-Commercial Manager.L. A. McDonald
Musical Director.....Mrs. K. S. Rogers
Chief Announcer .....John MacEwen
Chief Engineer.....Robert F. Large

CHGS

SUMMERSIDE—EST. 1925

CBC

Frequency: 1480 Kc.....Power: 100 Watts
Owned-Operated By .....R. T. Holman, Ltd.
Address ..... Water Street
Phone Number 133
Transmitter Location .....Holman Building
Time on the Air: 7:30 to 8:30, 10:30 a.m. to 3 p.m., 4 p.m. to 9:05 p.m.

Personnel

President .....H. T. Holman
Station Manager .....R. L. Mollison
Program Director-Chief Announcer .....Albert A. Nicholson
Chief Engineer .....Angus MacKee

QUEBEC

CHAD

AMOS—EST. 1942

CANADIAN BROADCASTING CORP.
NORTHERN QUEBEC BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 100 Watts
Owned By.....Northern Quebec Broadcasting System
Operated By..Northern Broadcasting & Publishing, Lt.
Business Address....Reilly Bldg., Rouyn, Que.
Studio, Transmitter.....Amos, P. Q.
Time on the Air.....8:00 a.m. to 11:30 p.m.
News Service .....Canadian Press
Representative...All-Canada Radio Facilities

Personnel

President.....R. H. Thomson
Station Manager .....Joseph Duguay
Commercial Manager .....Dan Carr
Chief Engineer .....George H. Pope

CBJ

CHICOUTIMI—EST. 1933

CBC

Frequency: 1580 Kc.....Power: 1000 Watts
Owned-Operated By..Canadian Broadcasting Corporation
Studio Address.....286A Racine St.
Phone Number 155
Transmitter Location.....4 Larouche Avenue
Time on the Air.....8 a.m. to 11:30 p.m.
Representative..... Canadian Broadcasting Corp.

Personnel

General Manager.....Dr. J. S. Thomson
Station Manager... .....Vilmond Fortin
Chief Announcer .....J. R. Dallaire
Chief Engineer .....J. E. Roberts

CKCH

HULL—EST. 1932

CBC (AND PROVINCIAL)

Frequency: 1240 Kc.....Power: 250 Watts
Owned By ..... Le Droit
Operated By.... ..CKCH Broadcasting Co.
Address .....85 Champlain Ave.
Phone Number 2-1701
Transmitter Location...R.R. No. 1, South Hull
Time on the Air.....7:30 a.m. to 11:30 p.m.
Newspaper Affiliation.....Le Droit (Ottawa)
News Service.....Canadian Press
Transcription Service.....United Transcribed Service

Personnel

Station-Commercial Manager Georges Bourassa
Chief Engineer .....Max Gebhardt

CBF

MONTREAL—EST. 1936

CANADIAN BROADCASTING CORP.
BLUE NETWORK
NATIONAL BROADCASTING CO.

Frequency: 690 Kc.....Power: 50000 Watts
Owned-Operated By...Canadian Broadcasting Corporation
Address .....1231 Ste-Catherine, West
Phone Number .....MArquette 8021
Transmitter Location.....Vercheres, P. Q.
Time on the Air.....7:30 a.m. to 11:30 p.m.
News Service.....British UP; Canadian Press
Representative .....Canadian Broadcasting Corp.
National Sales Office...55 York St., Toronto, Ont.

Personnel

Acting General Manager .....Dr. Augustin Frigon
Station Manager-Program Director .....Omer Renaud
Commercial Manager.....J. Arthur Dupont
Publicity Director.....Leopold Houle
Production Manager.....Paul Ledue
Chief Announcer .....Marcel Paré
Musical Director .....J. J. Cagnier
Chief Technical Operator.....E. D. Roberts

CBM

MONTREAL—EST. 1937

CANADIAN BROADCASTING CORP.
NATIONAL BROADCASTING CO.

Frequency: 940 Kc.....Power: 5000 Watts
Owned-Operated By.....Canadian Broadcasting Corporation
Address..... 1231 Ste. Catherine, West
Phone Number .....MArquette 8021
Transmitter Location.....Marieville, P. Q.
Time on the Air.....7:30 a.m. to 11:30 p.m.
News Service....British UP; Canadian Press
Representative..... Canadian Broadcasting Corp.
Nat'l Sales Office..55 York St., Toronto, Ont.

Personnel

Acting General Manager .....Dr. Augustin Frigon
Station Manager-Program Director .....Omer Renaud
Commercial Manager.....J. Arthur Dupont
Publicity Director.....Leopold Houle
Production Manager .....Marcel Paré
Chief Announcer.....Marcel Pare
Musical Director .....J. J. Cagnier
Chief Technical Operator.....E. D. Roberts

CFCF

MONTREAL—EST. 1919

BLUE NETWORK—CBC

Frequency: 600 Kc.....Power: 500 Watts
Owned-Operated By .....Canadian Marconi Company
Address.....1231 St. Catherine St., West
Phone Number..... Plateau 2577
Transmitter Location.....Mount Royal Hotel, Peel St., Montreal
Time on the Air: 7 a. m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
News Service.....British UP & C.P.
Transcription Service.....NBC Thesaurus
Representative...All-Canada Radio Facilities (Canada); Weed & Co. (U.S.A.)

Personnel

General Manager.....Reginald M. Brophy
Station Manager.....J. A. Shaw
Commercial Director.....P. E. Hiltz
Sales Promotion Director.....E. H. Smith
Program-Musical Director.....H. H. Hewetson
Chief Engineer.....Jack Gettenby

CHLP

MONTREAL—EST. 1933

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....La Patrie Publishing Co., Ltd.
Address.....Sun Life Bldg., Dominion Square
Phone Number.....Plateau 5225
Transmitter Location.....St. Michel Rd., Ville St. Michel, P. Q.
Time on the Air.....8 a.m. to 11 p.m.
Newspaper Affiliation.....La Patrie
News Service .....British UP
Transcription Service.....Standard Radio
Representative: J. A. Alexander (Canada); Joseph Hershey McGillvra (U.S.A.)

Personnel

President.....Hon. Sen. P. R. DuTremblay
Station Manager.....Marcel Lefebvre
Production Manager.....M. Lefeuvre
Chief Announcer .....Romeo Mousseau
Chief Engineer..... ...Alphonse Cloutier

CKAC

MONTREAL—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 730 Kc.....Power: 5000 Watts
Owned-Operated By.....La Compagnie De Publication de la Presse, Ltee.
Address.....980 St. Catherine Street, West
Phone Number .....MArquette 3611
Transmitter Location.. St. Hyacinthe. P. Q.
Time on the Air.....7:00 a.m. to 12:00 p.m.
Newspaper Affiliation .....La Presse
News Service.....UP, BUP, P.N.

Transcription Service.....Lang-Worth; United Transcribed System
Representative.....C. W. Wright (Toronto) Joseph H. McGillvra (U.S.A.)

Personnel

President.....Hon. Sen. P. R. DuTremblay
General Manager.....Phil Lalonde
Commercial Manager.....Louis Leprohon
Program-Musical Director.....Paul Corbeil
Program Operations.....F. Biondi
Production Chief.....Bernard Goulet
Sales Promotion Manager.....Andre Daveluy
Chief Announcer.....Roy Malouin
Publicity-News-Traffic Director...Paul Gelinas
Musical Director.....P. Corbeil
Chief Engineer.....Leonard Spencer

•

CHNC

NEW CARLISLE—EST. 1933

CANADIAN BROADCASTING CORP.

Frequency: 610 Kc.....Power: 1000 Watts
Owned-Operated By....The Gaspesia Radio Broadcasting Co., Ltd.
Address.....Main St.
Phone Number.....38
Transmitter Location..Sea Shore, New Carlisle
Time on the Air.....7:45 a.m. to 11 p.m.
Representative: All-Canada Radio Facilities, Ltd. (Canada); Joseph Hershey McGillvra (U.S.A.)

Personnel

President.....Dr. Charles Dumont
Managing Director.....Dr. Charles H. Houde
Station Manager.....Viateur Bernard
Chief Engineer.....J. R. McGough

•

CBV

QUEBEC—EST. 1934

CBC

Frequency: 980 Kc.....Power: 1000 Watts
Owned-Operated By.....Canadian Broadcasting Corp.
Business Address.....140 Wellington St., Ottawa, Ont.
Phone Number.....8155
Studio Address.....Chateau Frontenac Hotel
Transmitter Location.....Charlesbourg, P. Q.
Time on the Air.....8 a.m. to 11:30 p.m.
News Service....CBC Network News Service
Representative.....C. B. C.

Personnel

CBC President.....Rene Morin
General Manager.....Dr. J. S. Thomson
Station Manager.....Maurice Valiquette
CBC Publicity Director.....Leopold Houle
CBC Commercial Manager.....Arthur Dupont
Chief Engineer.....Charles Frenette

CHRC

QUEBEC—EST. 1922

Frequency: 800 Kc.....Power: 1000 Watts
Owned-Operated By.....CHRC, Ltd.
Address.....11 Buade St.
Phone Number.....2-8177
Transmitter Location.....St. Louis Rd., St. Foy, P. Q.
Time on the Air.....7:30 a.m. to 11:30 p.m.; Sundays, 11:30 a.m. to 12 midnight
Transcription Service.....Lang-Worth
Representative....Joseph Hershey McGillvra

Personnel

President.....Hervé Baribeau
Station Manager.....J. N. Thivierge
Secretary-Treasurer.....Henri Lepage
Sales Manager.....J. A. Hardy
Publicity and Program Director....A. Pelletier
Musical Director.....F. Rouleau
Chief Engineer.....Arsene Nadeau

•

CKCV

QUEBEC—EST. 1924

CANADIAN BROADCASTING CORPORATION

Frequency: 1340 Kc.....Power: 100 Watts
Owned-Operated By.....CKVC, Ltd.
Address.....142 St. John St.
Phone Number.....2-1585
Transmitter Location.....254 Marguerite-Bourgeois Ave.
Transcription Service.....World Broadcasting System
Representative ...Radio Representatives, Ltd.

Personnel

President.....H. Baribeau
Station Manager.....Paul Lepage
Publicity Director.....Jean Bender
Chief Engineer.....Albert Duberger

•

CJBR

RIMOUSKI—EST. 1937

CBC-QUEBEC REGIONAL NETWORK

Frequency: 900 Kc.....Power: 1000 Watts
Owned-Operated By....Lower St. Lawrence Power Co.
Address.....1 St. John St.
Phone Number.....396
Transmitter Location.....Notre-Dame du Sacre Coeur
Time on the Air.....7:45 a.m. to 11:30 p.m.; Sundays, 8:45 a.m. to 11:30 p.m.
Newspaper Affiliation.....Le Progres du Golfe, L'Echo du Bas St. Laurent
News Service.....CBC and Laurentian News
Representative.....All-Canada Radio (Montreal), Stovin & Wright (Toronto), Joseph Hershey McGillvra (USA).

Personnel

President.....J. A. Brillant
Vice-Pres. and General Mgr....G. A. Lavoie

CKRN

ROUYN-NORANDA—EST. 1939

CANADIAN BROADCASTING CORP.

Frequency: 1400 Kc.....Power: 250 Watts
Owned By.....La Cie de Radiodiffusion Rouyn Noranda Ltee.
Operated By.....Northern Broadcasting & Publishing, Ltd.
Business Address.....P. O. Box 70
Phone Number..... 1400
Studio Address ..... Reilly Bldg.
Transmitter Location.....Reilly Building
Time on the Air.....7:30 a.m. to 11:30 p.m.
News Service .....Canadian Press
Transcription Service.....NBC Thesaurus
Representative...All-Canada Radio Facilities

Personnel

President .....Jack K. Cooke
Station Manager .....Jean Legault
Commercial Manager .....Dan Carr
Program Director .....Martin Silburt
Chief Announcer .....Albert Aube
Chief Engineer.....George H. Pope

•

CHGB

SAINTE ANNE DE LA POCATIERE EST. 1938

CANADIAN BROADCASTING CORP.

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....CHGB, Registered
Address.....Ste. Anne de la Pocatiere, Co., Kamouraska, P. Q.
Phone Numbers: 20; 24
Transmitter Location.....East end of village
Time on the Air.....8:00 a.m. to 11:30 p.m.; Sundays, 12:00 to 11:30 p.m.
Newspaper Affiliation.....L'Action Catholique
Representative.....Stovin & Wright;

Personnel

Station Manager.....G. T. Desjardins
Production Manager .....Antoine Freue
Publicity .....Alvien Dube
Chief Engineer .....L. M. Desjardius

•

CHLT

SHERBROOKE—EST. 1937

CANADIAN BROADCASTING CORP.

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....La Tribune, Limitee
Business Address.....Marquette Street
Phone Numbers 2071; 2072
Studio Address .....3 Marquette St.
Transmitter Location.....Sherbrooke
Time on the Air.....7:30 a.m. to 11:30 p.m.
Newspaper Affiliation .....La Tribune, Ltee.
News Service.....Press News Service; Canadian Press
Transcription Service.....NBC Thesaurus; United Transcribed System
Representative.Radio Representative (Toronto)

Personnel

President.....Hon. Jacob Nicol
Manager.....A. Gauthier
Program Director.....Jeanne Tremblay
Sales Promotion-Production Manager....Jean L. Gauthier
Chief Announcer.....Roland Bayeur
Musical Director .....Flossie Dawson
Chief Engineer.....R. Frechette

•

CHLN

TROIS-RIVIERES (THREE RIVERS)—EST. 1937

Frequency: 1450 Kc.....Power: 100 Watts
Owned-Operated By.....Le Nouvelliste, Ltd.
Address.....Chateau de Blois Hotel
Phone Number.....4500
Transmitter Location.....Three Rivers, P. Q.
Time on the Air: 8 a.m. to 11 p.m.; Sunday, 12 noon to 11 p.m.
Newspaper Affiliation.....Le Nouvelliste
News Service.....Press News
Transcription Service.....World Broadcasting System; United Transcribed System
Representative....Radio Representatives, Ltd.

Personnel

President.....Hon. Jacob Nicol
Station Commercial Manager..Leon Trepanier
Sales Promotion Manager.....Yvon Marchand
Program-Musical Director.....Jean Laforest
Chief Engineer.....Leon Trepanier

•

CKVD

VAL D'OR—EST. 1939

CANADIAN BROADCASTING CORP.

Frequency: 1230 Kc.....Power: 100 Watts
Owned By.....La Voix d'Abitibi Cie, Ltd.
Operated By.....Northern Broadcasting & Publishing, Ltd.
Address .....Val D'Or
Phone Number..... 500
Studio Address.....Third Ave.
Transmitter Location.....Third Ave.
Time on the Air.....8 a.m. to 11:30 p.m.
News Service.....Canadian Press
Transcription Service.....NBC Thesaurus
Representative....National Broadcasting Sales

Personnel

President .....Roy H. Thomson
General Manager.....Jack K. Cooke
Station-Commercial Manager....Lucien Godin
Chief Engineer.....George Pope

SASKATCHEWAN

CHAB

MOOSE JAW—EST. 1922

CBC

PRAIRIE REG.

Frequency: 800 Kc.....Power: 1000 Watts
Owned-Operated By.....CHAB, Ltd.
Address.....Grant Hall Hotel
Phone Number..... 2377
Transmitter Location.....Boharm, Sask.
Time on the Air: 6.30 to 11:30 p.m.; Sunday, 7 a.m. to 11:30 p.m.
News Service..... British UP
Transcription Service .....Lang-Worth
Representative...All-Canada Radio Facilities (Canada); Weed & Co. (U.S.A.)

Personnel

President.....A. E. Jacobson
Station Manager.....H. C. Buchanan
Commercial Manager.....G. G. Henderson
Program Director.....J. S. Boyling
Publicity Director.....Louis Lewry
Production Manager .....R. D. Giles
Chief Announcer.....R. L. Horley
Chief Engineer.....M. Pickford

•

CKBI

PRINCE ALBERT—EST. 1934

CBC

Frequency: 900 Kc.....Power: 1000 Watts
Owned-Operated By.....Central Broadcasting System, Ltd.
Address .....Sanderson Building
Phone Numbers 3133; 2049
Transmitter Location....7½ miles south of city on Highway No. 2
Time on the Air...6:00 a.m. to 12:00 midnight; Sundays, 8:00 a.m. to 11:30 p.m.
News Service .....British UP
Transcription Service..World Program Service, Thesaurus
Representative...All-Canada Radio Facilities Weed & Co. (USA)

Personnel

Station Manager.....L. E. Moffat
Sales Manager.....G. E. Tankin
Sales Promotion Manager.....Gerald Prest
Musical Director .....George Kergan
Chief Announcer.....W. R. Hart
Chief Engineer .....Tom Van Ness

CKRM

REGINA—EST. 1926

CANADIAN BROADCASTING CORP.

Frequency: 980 Kc.....Power: 1000 Watts
Owned-Operated By Transcanada Communications, Limited
Address .....Fidelity Life Bldg.
Phone Number 8424
Transmitter Location....Victoria Plains, Sask.
Time on the Air.....17¼ hours daily
Newspaper Affiliation....The Regina Leader Post; Saskatchewan Farmer
News Service.....Press News
Transcription Service.....Langworth
Representative..All-Canada Radio Facilities, Ltd. (Canada); Joseph Hershey McGillvra (U.S.A.)

Personnel

President .....Victor Sifton
Station Manager.....F. V. Scanlan
Commercial Manager.....Bruce M. Pirie
Program Director .....G. B. Quinney
Chief Engineer.....W. McDonald

•

CKCK

REGINA—EST. 1922

CANADIAN BROADCASTING CORP.

Frequency: 620 Kc.....Power: 1000 Watts
Owned By.....The Regina Leader-Post, Ltd.
Operated By.....All-Canada Radio Facilities, Ltd.
Address.....Leader Post Bldg.
Phone Number.....8525
Transmitter Location .....Pilot Butte
Time on the Air .....6:30 a.m. to 12 midnight
Newspaper Affiliation.....The Regina Leader-Post
News Service.....British UP; Press News
Transcription Service.....NBC Thesaurus; Standard Radio
Representative...All-Canada Radio Facilities (Canada); Weed & Co. (U.S.A.)

Personnel

Station Manager.....H. A. Crittenden
Commercial Manager.....R. J. Buss
Merchandising Manager .....J. McMurchy
Program Director.....Ross MacRae
Production Manager.....W. E. Collier
Chief Engineer.....E. A. Strong

CFQC

SASKATOON—EST. 1923

CANADIAN BROADCASTING CORP.

Frequency: 600 Kc.....Power: 1000 Watts
Owned-Operated By.....A. A. Murphy & Sons, Limited
Address.....216 First Ave., North
Phone Numbers .....7282 and 5374
Transmitter Location.....Saskatoon, Sask.
Time on the Air.....7:00 a.m. to 11:30 p.m.; Sundays, 8:30 a.m. to 11:30 p.m.
News Service .....British UP
Transcription Service: NBC Thesaurus; Standard Radio; Langworth
Representative: Radio Representatives, Ltd. (Canada); Howard H. Wilson Co. (U.S.A.)

Personnel

President .....A. A. Murphy
Station-Commercial Manager.. Vernon Dallin
Program-Musical Director.....Cy Cairns
Chief Announcer .....Wilfred Gilby
Chief Engineer.....S. Clifton

•

CBK

WATROUS—EST. 1939

CANADIAN BROADCASTING CORP.

Frequency: 540 Kc.....Power: 50000 Watts
Owned-Operated By..Canadian Broadcasting Corp.
Business Address....300 Manitoba Telephone Bldg., Winnipeg, Manitoba
Phone Number.....97261
Studio Address.....Telephone Bldg., Winnipeg, Manitoba
Transmitter Location.....Watrous, Sask.
Time on the Air....7 a.m. to 11:30 p.m.
News Service .....CP, BUP
Representative.....F. A. Weir, 55 York St., Tononto, Ont.

Personnel

Acting Gen. Manager...Dr. Augustin Frignon
CBC Commercial Manager (Toronto)....E. A. Weir
Program Director.....H. G. Walker
Publicity Director.....C. E. L'Ami
Chief Engineer.....L. J. Marshall

•

CJGX

YORKTON—EST. 1927

CANADIAN BROADCASTING CORP.

Frequency: 1460 Kc.....Power: 1000 Watts
Owned-Operated By.....Yorkton Broadcasting Co.
Address.....Broadway Ave.
Phone Number 324
Transmitter Location..... Yorkton
Time on the Air.....6:30 a.m. to 11:00 p.m.; Sunday, 8:00 a.m. to 10:15 p.m.
Transcription Service:....World Broadcasting System
Representatives....Stovin & Wright (Canada); Joseph Hershey McGillvra, Inc.

Personnel

Station Manager.....A. L. Garside
Sales Manager.....Leo De Cagne
General Manager .....R. J. Priestly

PA ORIGINATED

the first news association

PRESS

RELATIONS

DEPARTMENT

for the sole purpose

of promoting

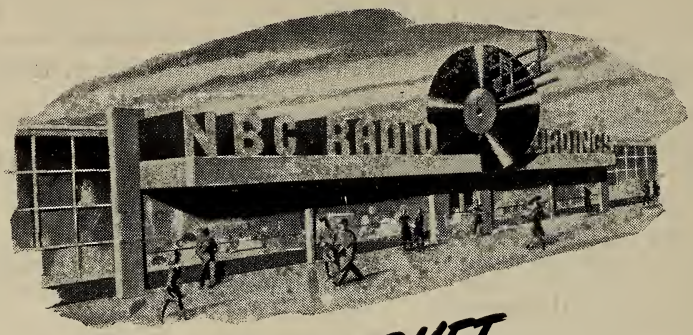
affiliated stations.

One of the many

innovations that have

helped make . . .

PA THE PACEMAKER



The SUPER-MARKET of Recorded Radio Shows

IF you are looking for sure-fire, ready-made programs to solve the help problem, have a look at the shelves at radio's super-market, the NBC Radio-Recording Division.

You'll find a show for every taste, well-seasoned and neatly packaged, unrationed and far below the ceiling prices.

NBC's list of syndicated features contains many programs of varied lengths and varied subjects . . . all within a price range which enables you to keep the budget balanced . . . all of *proven* worth.

Here are a few of the outstanding buys:

The Weird Circle—spine-tingling mysteries by master storytellers of the past;

Modern Romances—real-life love stories, vibrant enough for the young, mellow enough for the old, from the pages of Modern Romances Magazine;

Stand by for Adventure — tales of exciting happenings in far places, among strange people;

Through the Sport Glass—a close-up of America's sports personalities and events with Sam Hayes.

The big-time list goes on and on—The Name You Will Remember, Let's Take a Look in Your Mirror, Betty and Bob, Time Out for Fun and Music, Getting the Most Out of Life Today—and many others.

And don't forget radio's super-market has a catering department too—to build programs to your specifications.

Also see advertisement page 696

National Broadcasting Co.

NBC

A Service of Radio Corporation of America

NBC RADIO-RECORDING DIVISION

AMERICA'S NUMBER 1 SOURCE OF RECORDED PROGRAMS

RCA Building, Radio City, New York, N. Y. . . Merchandise Mart, Chicago, Ill.
Trans-Lux Building, Washington, D. C. . . Sunset and Vine, Hollywood, Calif.



☆ RADIO ☆ PRODUCTION



Producers

•

Transcription Companies

•

Libraries

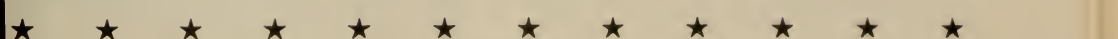
•

Talent Managers and Agents

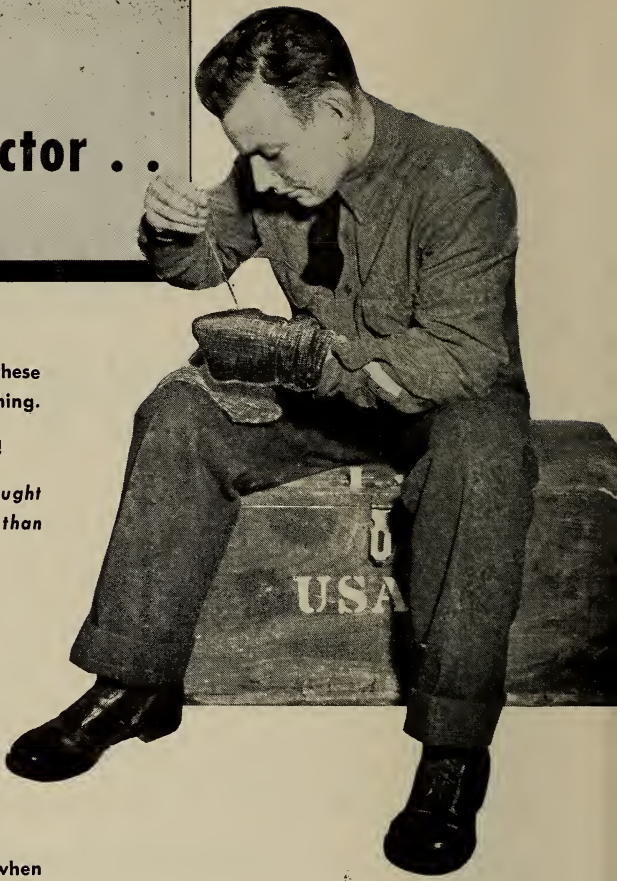
•

Music Performing Rights Societies

•



Is this *your* Program Director . .



The radio manpower shortage is tough these days; especially tough on *local* programming.

That's where ASSOCIATED can help most!

Which is why more stations have bought ASSOCIATED in the past few months than in any comparable period in years.

You get a full measure of the most useful *radio* music from ASSOCIATED... large units... timely music and timeless . . . WITH PERFORMANCES UNMATCHED IN QUALITY AND RECORDING, and with variety for *every* program need.

Why not get the most out of a Library when you need it most? Get ASSOCIATED!

ALL ASSOCIATED TRANSCRIPTIONS are made on highest fidelity *vertical-cut* Vinylite, for AM and FM radio stations.

ASSOCIATED gives you a CONTINUITY SERVICE that makes complete SELLING programs for you from your Library.

Write for:
"You Need FIVE Basic Kinds of Music From Your Library Service Today"
It shows you how to get Library programs that sell.

"The Aristocrat of the Turntable"
ASSOCIATED RECORDED PROGRAM SERVICE
25 West 45th Street
New York, N. Y.
A Division of
Associated Music Publishers, Inc.

Sales Representatives:

SPOT SALES, Inc.

New York	*Chicago*	*Hollywood*	*San Francisco*
400 Madison Ave.	360 No. Michigan	Hollywood Blvd. at Cosmo St.	Third & Market

Program Producers

Advance Television Pictures Service, Inc.

729 Seventh Ave., New York, N. Y. Phone, BRyant 9-5600. President Chas. J. Gribbon; Secretary-Treasurer, F. E. Miles. SERVICES OFFERED: Production and distribution of motion pictures for television stations.

Advertisers Recording Service, Inc.

113 West 57th Street, New York, N. Y. Phone, CIrcle 6-0141. President, James A. Miller (on leave with armed forces); Secretary-Treasurer, George R. Smith; Secretary, E. M. Kerr. SERVICES OFFERED: Program production, Milltertape editing, wax and instantaneous recording, studio rental.

Nicholas T. Agneta

9 Rockefeller Plaza, New York 20, N. Y. Phone, COlumbus 5-2142. SERVICES OFFERED: Program production, package shows, talent.

Air Features, Inc.

247 Park Ave., New York. Phone, WIckersham 2-0077.

Alton Alexander

1270 Sixth Ave., New York, N. Y. Phone, COlumbus 5-8132. SERVICES OFFERED: Production, scripts, direction of both live talent and transcribed programs ad writers.

Norman Alexandroff Artists Bureau

410 S. Michigan Ave., Chicago, Ill. Phone, Wabash 6762. Manager, Norman Alexandroff; In Charge of Production, Fred Morrow; Directors, John Reidy, U. S. Allen. Writer, Aline Neff. SERVICES OFFERED: Program production.

American Institute of Food Products

75 West St., New York, N. Y. Phone, BOwling Green 9-9188. President, Dr. Walter H. Eddy; General Manager, Robert A. Bories. SERVICES OFFERED: Origination, writing and production of programs specializing in food and kindred accounts. ("Food and Home Forum" participating program on WOR, New York).

American-Jewish Broadcasting Co.

86 Chambers St., New York, N. Y. Phones, WOrth 2-3322, REctor 2-5341. President, Herman Younglieb; Secretary, Ann Barbinel. SERVICES OFFERED: Program production, script and transcription library.

F. D. Anderson

Suite 333-35 Paul Brown Bldg., St. Louis, Mo. Phone, Garfield 1055. Manager, F. D. Anderson. SERVICES OFFERED: Program and spot announcement production on local participating programs.

Arts Recording Studios & Recording Co.

29 West 57th St., New York, N. Y. Phone, PLaza 8-0407. Owner-Chief Engineer, John R. Cieferskor; Associate Engineer, Earl E. Welch; Secretary, M. Wankel. SERVICES OFFERED: Production of transcribed programs, scripts, foreign language talent, phonograph master recordings, motion picture sound recording.

ASCAP Radio Program Service

American Society of Composers, Authors & Publishers, 30 Rockefeller Plaza, New York, N. Y. Phone, COlumbus 5-7464. Director, Robert L. Murray. SERVICES OFFERED: Production of syndicated scripts for use with live-talent for recorded musical programs, program-aids. Script service is furnished free of charge to all ASCAP-licensed stations.


THE KORN KOBBLERS
MANHUNT
WAR CORRESPONDENT
TRANSCRIBED PROGRAMS
FROM THE HOUSE OF HITS!
FREDERIC W
ZIV
INCORPORATED
2436 READING RD., CINCINNATI, OHIO
485 MADISON AVENUE, NEW YORK
THE OLD CORRAL
SAM BALTER
SONGS OF GOOD CHEER
EYE WITNESS NEWS
WRITE OR WIRE
FOR COMPLETE INFORMATION ON
THESE AND OTHER ZIV PRODUCTIONS

Associated Broadcasting Co., Ltd.

Dominion Square Bldg., Montreal, Que., Canada. Phone, Belair 3325. President, M. Maxwell; Vice-President, M. Feldman; Secretary-Treasurer, F. Maxwell; Sales Director, H. Rittenberg; Program Director, S. Vineberg; Script Director, B. Stewart; Talent Director, Miss Fitzgerald; French Director, J. O. Denis; French Scripts, R. Cabanna; Syndicated Transcription Dept., R. O. Stevenson; Recording Department, J. Feldman. BRANCH OFFICE: 45 Richmond St. W., Toronto, Can. Phone, Adelaide 3248. Manager, K. H. Gregory. SERVICES OFFERED: Production of live-talent shows in English and French, recordings of programs and spots, scripts.

•

Associated Music Publishers, Inc.

25 West 45th St., New York, N. Y. Phone, BRyant 9-0845. President C. M. Finney; Vice President-Treasurer, John R. Andrus. SERVICES OFFERED: Transcriptions, library, production, scripts, recording processing and pressing both vertical and lateral (Muzak Transcriptions).

•

Associated Releases

P. O. Box 1213, Hollywood, Calif. Phone, HIllside 0101. Producer, and General Manager, Arthur Solomon; Associate Producer, Al H. Sherman; Writer, George Herdan. BRANCH OFFICE: 200 Fifth Ave., New York, N. Y. Phone, GRamercy 5-5252. Manager, Meyer C. Solomon. SERVICES OFFERED: Package shows, spot announcement production; custom-built transcriptions, scripts.

•

Ann Barbinel

54 Riverside Drive, New York, N. Y. Phone, ENdicott 2-4351. SERVICES OFFERED: Creation and production of live-talent and transcribed women's, children's and general programs, casting, custom-built package shows.

•

Basch Radio Productions

17 East 45th St., New York, N. Y. Phone, MUrray Hill 2-8877. Sales Manager, Charles J. Basch, Jr.; BRANCH OFFICES: 326 Buckley Bldg., Cleveland, Ohio. Phone, Prospect 2922. Alonzo Hawley; 507 Statler Bldg., Boston, Mass. Phone, Hubbard 5225. Robert C. Foster; 226 N. La Salle St., Chicago, Ill. Phone, State 5096. Fred R. Jones. SERVICES OFFERED: Complete program building service; ideas, scripts, talent and production on live and transcribed programs; custom and syndicated recordings.

•

Walter Batchelor Agency

30 Rockefeller Plaza, New York, N. Y. Phone, CIrcle 6-4224. President, Walter Batchelor. SERVICES OFFERED: Program production. Producers of the "Fred Allen Show."

•

Baudry-Harwood Radio Productions

1434 St. Catherine St., West, Montreal, Que., Canada. Phone, Plateau 9811. Partners, Mrs. Edouard Baudry, Lt. R. W. Harwood; Manager, Yvette Baudry; Producer, Rolland Bedard; Script Writer, René O. Boivin. SERVICES OFFERED: Scripts, program production, translations.

•

Marcel Baulu—Laboratoire De Redaction

1434 West St. Catherine St., Montreal, Que. Phone, Lancaster 9572. Owner, Marcel Baulu; Translator - Secretary, Madeleine Painchaud. SERVICES OFFERED: Program production, scripts.

•

Beck Recording Studios

1722 Hennepin Ave., Minneapolis, Minn. Phone, Atlantic 8901. Managing Director, R. Castle Brown; SERVICES OFFERED: Producers of electrical recordings and transcriptions for radio broadcast; program building; scripts, talent; production; audition service; off-the-air recordings; complete service in the production of sound film in black and white and in natural color.

•

Edgar Belmont

441 Madison Ave., New York, N. Y. Phone, PLaza 3-4967. Owner, Edar Belmont. SERVICES OFFERED: Program production.



The Sign of Transcribed Programs That **SELL!**

Here are PROVEN programs, successful for many and diversified types of business. Among them are programs which you may use as successfully as others are doing, throughout the United States, Canada, and New Zealand.

SYNDICATED SHOWS NOW AVAILABLE

"SONGS OF CHEER AND COMFORT" ..... **26 ¼-hour shows**
Starring Richard Maxwell (Gospel Songs and Philosophy)

"IMPERIAL LEADER" ..... **52 ¼-hour shows**
Dramatized Life Story of Winston Churchill

"FAMOUS MOTHERS" ..... **78 5-min. shows**
Starring Jane Dillon—All parts enacted by Miss Dillon

"ONE I'LL NEVER FORGET" ..... **156 5-min. shows**
Starring Jack Stevens—Unusual Sports Stories

"JERRY & SKY," THE MELODY MEN ..... **208 5-minute shows**
Hill-billy, Western and Folk Songs

"STAND BY AMERICA" ..... **225 5-minute shows**
Outstanding Events in American History

"TWILIGHT TALES" ..... **52 ¼-hour shows**
Starring Elinor Gene—Fairy Stories for Kiddies

"DAN DUNN, SECRET OPERATIVE No. 48" ... **78 ¼-hour shows**
Based on famous newspaper strip—Juvenile Series

"AMERICA TO VICTORY" ..... **13 ¼-hour shows**
Dramatizations of Outstanding Events of World War II.

"FUN WITH MUSIC" ..... **26 ¼-hour shows**
Starring Sigmund Spaeth, Tune Detective

"UNCLE JIMMY" ..... **156 ¼-hour shows**
Starring William Farnum—Daytime Serial

"VICTORY NURSERY RHYMES" ..... **30 ½-minute spots**
Starring Ireene Wicker "The Singing Lady"

"THE ENEMY WITHIN" ..... **117 ¼-hour shows**
Expose of the Nazi Fifth Column in Australia

"KNOW YOUR FURS" ..... **26 5-minute shows**
Starring Walter Horvath, authority on furs

Exclusive to One Sponsor in A City — Write or Wire for Audition Samples and Data

KASPER-GORDON, Incorporated
140 Boylston Street, Boston 16, Massachusetts
One of The Country's Largest Program Producers

Alfred Paul Berger Productions

60 West 68th St., New York, N. Y. Phone, SChuyler 4-8698. SERVICES OFFERED: Program production, scripts, direction, musical jingles, and commercial copy.

•

Walter Biddick Co.

11515 Broadway, Los Angeles 15, Cal. Phone, Richmond 6184. Manager, L. Hill. SERVICES OFFERED: Transcriptions, production.

•

G. C. Bird & Associates

1745 N. Gramercy Place, Hollywood 28, Calif. Phone, Hollywood 3981. General Manager, G. C. Bird. SALES REPRESENTATIVE: Charles Michaelson, 67 West 44th St., New York, N. Y. Phone, MUrray Hill 2-3376. SERVICES OFFERED: Transcribed programs for syndication.

•

Fritz Blocki Productions

655 Fifth Avenue, New York, N. Y. Phone, PLaza 9-6180. SERVICES OFFERED: Production, scripts, direction.

•

Joseph Bloom

19 West 44th St., New York, N. Y. Phone, VAnderbilt 6-5080. President, Joseph Bloom. SERVICES OFFERED: Program production, scripts, musical jingles.

•

Bost Records Co.

29 West 57th St., New York 19, N. Y. Phone, PLaza 3-8676. Owner, R. Steiner; Business Manager, H. H. Borchardt; Secretary-Treasurer, Julia Pontell. SERVICES OFFERED: Transcriptions, off-the-line transcriptions, line and audition recordings, pressings, studio facilities, phonograph records, production and recording of transcribed programs, spot announcements, audition records.

•

Richard Bradley & Associates

20 North Wacker Drive, Chicago, Ill. Phone, Randolph 3549. President, Richard Bradley; Vice-President, Ronald R. Mills. SERVICES OFFERED: Program production, air-checks, script service, studios, film projection service, transcribed productions.

Brandt Production Service

2063 E. 23rd St., Brooklyn, N. Y. Phone, SHeepshead 3-3075. Associates, Ruth and Mae Brandt. SERVICES OFFERED: Program production and writing of scripts, radio commercials, and jingles.

•

Brinckerhoff Studios Productions, Inc.

29 West 57th St., New York, N. Y. Phone, PLaza 3-3015. President, E. V. Brinckerhoff; Vice-President in charge, D. Vanston. SERVICES OFFERED: Recording service, program producing, script service, phonograph records, production and recording for all types of transcription, talent service for domestic and foreign-language programs.

•

Broadcast Productions

25 East Jackson Blvd., Chicago, Ill. Phone, Wabash 0711. Director, John Stamford; Assistant Director, Bryce Talbot. SERVICES OFFERED: All types of programs produced. Electrical transcriptions and recordings.

•

Broadcasters Mutual Transcription Service, Inc.

818 South Kingshighway Blvd., St. Louis, Mo. Phone, Franklin 2060. President, J. Frank Eschen; Vice-President, James M. Althouse; Secretary-Treasurer, C. E. Harrison. REPRESENTATIVES: Walter Biddick Co., 568 Chamber of Commerce Bldg., Los Angeles, Calif.; Charles Michelson, 545 Fifth Ave., New York, N. Y.; Radioaids, Inc., 1041 North Las Palmas, Hollywood, Calif. SERVICES OFFERED: Transcribed productions and scripts, talent, and program service.

•

Broadcasting Program Service

45 West 45th St., New York, N. Y. Phone, BRyant 9-4324. Manager, Herbert Rosen. SERVICES OFFERED: Transcribed programs, sound effects library, script service, foreign language programs (Spanish and Portugese).

•

Chamberlain Brown

145 West 45th St., New York, N. Y. Phone, BRyant 9-8480. SERVICES OFFERED: Program production, talent.

BERNARD L. SCHUBERT · INC.

509 MADISON AVE. • NEW YORK • NEW YORK • PLAZA 3-4670

PRODUCING AND REPRESENTING

GANG BUSTERS—Sponsored by Sloan's Liniment through Warwick & Legler

BLIND DATE—Sponsored by Lehn & Fink through William Esty

MR. DISTRICT ATTORNEY—Sponsored by Bristol-Myers through Pedlar & Ryan

THE FRED BRADY SHOW—Sponsored by Lever Brothers through Ruthrauff & Ryan

THE ADVENTURES OF THE FALCON—Blue Network leading sustaining feature

and

POTASH & PERLMUTTER—Written and Directed by Gertrude Berg

•

Lauritz Melchior	Tom Wallace	Leo M. Cherne
Phillips H. Lord	Peter Barry	Ted Cott
Louella O. Parsons	Santos Ortega	Frank Forrest
Jerry Cooper	Arthur Fiedler	Jack Johnstone
Margaret Lewerth	Fred Brady	Arthur Henley
Laird Cregar	Eugene Wang	Kenny Delmar
Jeanette MacDonald	Fred Uttal	David Schwartz

HOLLYWOOD

KEN DOLAN & COMPANY

Bill Burton Management

1270 Sixth Ave., New York, N. Y. Phone, CIrcle 6-8520. Bill Burton, General Manager; David Gould, Associate. SERVICES OFFERED: Program building and producing.

•

Carl Byoir & Associates

10 East 40th St., New York, N. Y. Phone, AShland 4-3466. Radio Director. Richard F. Davis; Assistant Radio Director, Helene Jamieson. BRANCH OFFICES: 829 National Press Bldg., Washington, D. C. Phone National 8945. Executive-in-Charge, William Wright; 310 South Michigan Ave., Chicago, Ill. Phone, Harrison 2022. Executive-In-Charge, George Dye. SERVICES OFFERED: Transcribed production, scripts, special event and newscast material.

•

The Bruce Chapman Co.

145 West 41st St., New York, N. Y. Phone, WIsconsin 7-2179. President, Bruce Chapman; Program Director, Troman Harper; Production Manager, Dan Morley; Director of Research, Charles Forrester. REPRESENTATIVE: Albert Mitchell, 424 Oakdale Ave., Chicago, Ill. Phone, Wellington 7746. SERVICES OFFERED: Program production, commercial scripts, package shows.

•

Mary D. Chase

875 Fifth Ave., New York, N. Y. Phone, REgent 7-1120. SERVICES OFFERED: Package shows, program production.

•

Christensen Radio Services

306 S. Wabash Ave., Chicago, Ill. Phone Webster 7795. Manager, Carle A. Christensen; Sales Manager, John Kumler. SERVICES OFFERED: Recording, scripts, talent, program production, sound-slide.

•

Leslie Clucas

333 North Michigan Ave., Chicago, Ill. Phone, Franklin 7100. SERVICES OFFERED: Program production of package shows.

•

Ted Collins Corporation

1819 Broadway, New York, N. Y. Phone, CIrcle 7-0094. President, Program Director and Producer, Ted Collins; Talent-Production, Sam Schiff; Publicity, David O. Alber; Musical Director, Jack Miller; Choral Director, Ted Straeter; Writers, Jean Holloway and Jane Tompkins. SERVICES OFFERED: Program building and producing.

•

Russell C. Comer Radio Productions

15 West 10th St., Kansas City, Mo. Phone, Harrison 3964. President, Russell C. Comer; Vice-President, John C. Fehlandt; Treasurer, Cecil W. Trapp; Secretary, A. M. Rockie. SERVICES OFFERED: Production of syndicated programs and serials.

•

Commercial Broadcasting Services, Ltd.

Concourse Bldg., Toronto, Ont., Canada. Phone, Elgin 2625. President, E. A. Byworth; Vice-President, H. R. Johnston; Secretary-Treasurer, A. G. Irwin; Program & Script Department, S. K. Smith. SERVICES OFFERED: Live talent productions, syndicate transcriptions, custom recordings, time placements.

•

The Jack L. Cooper Radio Advertising Service

1335 West 111th Place, Chicago, Ill. Phone, Beverly 2056. Managing Director, Jack L. Cooper; Secretary-Musical Director, Gertrude R. Cooper. SERVICES OFFERED: Production of Negro programs, transcribed and live-talent.

•

Louis G. Cowan & Co.

8 S. Michigan Ave., Chicago, Ill. Phone, Randolph 2022. President-Owner, Louis G. Cowan; Business Manager, Frederick A. Asher; Program Director, John Lewellen; Research Director, Eliza Merrill Hickock; Publicity Director, George Hixon; Art Director, Egon Unger. SERVICES OFFERED: Program production.

•

Cruger Radio Productions

5800 Carlton Way, Hollywood 28, Calif. Phone, HEmpstead 8254. General Manager, Paul Cruger; Art Director, Elmer Davis; Radio Editor, Charlie Paul; Writers, Al Hill, Jr., Nell Whitfield. SERVICES OFFERED: Program surveys

"ABIE'S IRISH ROSE"

created, written and
produced by

ANNE NICHOLS



125 EAST 50th ST.
NEW YORK, N. Y.

ELdorado 5-0637

and checks, production of live-talent and transcribed programs, air checks, auditions, recording.

•

Patrick Michael Cunning Productions

(Stage 8 of Hollywood & San Francisco) 6530 Sunset Boulevard, Hollywood, Calif. Phone, HIllside 5915. In-Charge-of-Production, Patrick M. Cunning; Assistant to Producer, Marcia Drake; In Charge of Telecine Cinematography, Armand Piaggi; Ass't on Production, Georgia O'Davoren; Production Manager, Virgil Drake. SAN FRANCISCO OFFICE: Mark Hopkins Hotel; Executive-in-Charge, Armand Piaggi. SERVICES OFFERED: Production of motion pictures and radio and television program, transcriptions.

•

Damon Transcription Laboratory & Sound Service

1221 Baltimore Ave., Kansas City, Mo. Phone, Victor 2585. Owner, Victor Damon. SERVICES OFFERED: Studio and portable transcribing (masters for processing and all types of instantaneous), air-checks, program and announcement production.

•

Alfred Dixon Speech Systems, Inc.

424 Madison Ave., New York, N. Y. Phone, PLaza 8-1246. President, Alfred Dixon; Head of Speech Laboratory, Mirijam Uhlman; Tone Correction, Paul Flood; Secretary, Rowina Stevens; Publicity, H. Dixon. SERVICES OFFERED: Production, speech correction, teaching methods.

•

Dominion Broadcasting Co.

4 Albert St., Toronto, Ont., Canada. Phone, Adelaide 3383. General Manager, Hal B. Williams; Transcription Division Manager, Don H. Copeland. Production Manager, Stan Francis; Script Department, Rex Weyman. SERVICES OFFERED: Scripts, live talent productions, transcriptions and recordings, air checks.

•

Don Lee Productions

5515 Melrose Ave., Los Angeles, Calif. Phone, Hollywood 8111. Recording Supervisor, Clifford C. McDonald. SERVICES OFFERED: Recording, program production.

•

Walter P. Downs

Dominion Square Bldg., Montreal, Que. Phone, Marquette 6368. General Manager, Walter P. Downs; Purchasing, R. F. Brown; Manager, Marion Hould. BRANCH OFFICES: 123 Braemar Ave., Toronto, Ont., Canada. Phone, HUdson 0333. Manager, E. J. Piggott; 6421 Yew St., Vancouver, B. C., Canada. Phone, Kerr 1209-Y. Manager, P. Peverley. Ste. 2 Stuart Court, Fawcett Ave., Winnipeg, Man., Canada. Phone, 48422. Manager, B. L. McGibbon. SERVICES OFFERED: Custom-built transcriptions, production, recording, direct wire service for auditions.

•

Harry S. Dube

1270 Sixth Ave., New York, N. Y. Phone, COlumbus 5-7035. Manager, J. Knight. SERVICES OFFERED: Scripts, production, talent.

•

East Texas State Teachers College

Commerce, Texas. W. W. Freeman, Maude Webster, Roy Johnson. SERVICES OFFERED: Recordings and scripts for educational purposes.

•

Eccles Disc Recordings, Inc.

6233 Hollywood Blvd., Hollywood, Calif. Phone, HIllside 8351. President, C. R. Douglass; Vice-President, C. R. Alford; Secretary-Treasurer, Alva E. Alford; Comptroller, J. Nichols. SERVICES OFFERED: Transcriptions, air-checks, program production, transcription library.

•

W. M. Ellsworth

75 East Wacker Drive, Chicago, Ill. Phone, Central 0942. President, W. M. Ellsworth. SERVICES OFFERED: Custom transcriptions, radio programs, script shows, talent.

•

Empire Broadcasting Corporation

480 Lexington Ave., New York, N. Y.

Phone, PLaza 8-3360. President-Treasurer, Mrs. Gerald A. Kelleher; Vice-President-General Manager, Fred de Jaager. SERVICES OFFERED: Syndicated transcribed programs, custom-built transcriptions, production, scripts, talent and complete recording facilities.

•

Bernie Estes

15 Central Park West, New York 23, N. Y. Phone, COlumbus 5-0060. Bernard Estes, Executive-in-Charge. SERVICES OFFERED: Specializing in news, special feature, public service programs for shortwave and domestic standard cycle broadcast, scripts, ideas and packaged shows in all languages.

•

Exclusive Radio Features Company, Ltd.

14 McCaul St., Toronto, Ont., Canada. Phone, Adelaide 5112. President, George W. Halnan. SERVICES OFFERED: Syndicate transcriptions, library service, custom recording and production.

Fadiman Associates, Ltd.

1501 Broadway, New York, N. Y. Phone, LAckawanna 4-3544. President, Edwin Fadiman; Vice-President, Clifton Fadiman; Treasurer, William Fadiman. SERVICES OFFERED: Program production.

•

Fanchon & Marco

(F & M Stageshows, Inc.)

50 Rockefeller Plaza, New York, N. Y. Phone, CIrcle 7-5630. Radio Director, Samuel Shayon. SERVICES OFFERED: Production, talent.

•

Feature Bureau

50 East 42nd St., New York, N. Y. Phone, MUrray Hill 2-9086. Managing Editor, Bert Nevins; Editor, Marion Cahn. SERVICES OFFERED: Scripts, production (women's programs).

•

Film Associates Co.

429 Ridgewood Drive, Dayton 9, Ohio. Phone, Walnut 4641. Owner, E. Ray Arn;

HENRY SOUVAINE, INC.

30 ROCKEFELLER PLAZA, NEW YORK, 20, N. Y.

SUCCESS STORY 1943-44

METROPOLITAN OPERA
Opera Victory Rallies
Metropolitan Column of the Air
Opera Forum Quiz

MRS. MINIVER (*In association with C.B.S.*)

JAMES MELTON'S "MUSIC FOR AMERICA"

DREW PEARSON'S "WASHINGTON MERRY-GO-ROUND"

A. L. ALEXANDER'S MEDIATION BOARD

FOREIGN ASSIGNMENT

"KNOW A COMPANY BY THE PROGRAMS IT KEEPS"

Engineers, R. D. Higgs, J. Swank; Office Manager, Harlene Karns. SERVICES OFFERED: Transcriptions, off-the-air checks, slide film recordings.

•

Five-Minute Features

219 Miners Bank Bldg., Joplin, Mo. Director, H. D. Robards; Assistant Director, Howard H. Bell; Secretary, M. A. Smith. SERVICES OFFERED: Program production for specialized businesses.

•

Paul M. Frailey Productions

123 S. Broad St., Philadelphia, Pa. Phone, Pennypacker 8450. Owner, Paul M. Frailey; Production supervisor, Jason Johnson; Office Manager, M. L. Sanderson. SERVICES OFFERED: Scripts, program production, transcriptions.

•

Frederick Bros. Agency, Inc.

1270 Sixth Ave., New York, N. Y. Phone, CIrcle 6-2144. In-Charge-of-Radio, B. W. Frederick. BRANCH OFFICES: 75 East Wacker Drive, Chicago, Illinois; Phone, State 0003; Executive-in-Charge, W. Carl Snyder; 8584 Sunset Boulevard, Hollywood, Calif.; Phone, Crestview 16244; Executive-in-Charge, L. A. Frederick. SERVICES OFFERED: Program production, package shows, artists' representative.

•

Harry E. Foster Agencies Limited

King Edward Hotel, Toronto, Canada. Telephone, ELgin 2134. SERVICES OFFERED: Program production, live or transcribed shows, dramatized spot announcements, scripts, completely equipped recording studios.

•

Frontenac Broadcasting Co.

394 Bay St., Toronto, Ont. Phone, Elgin 4553. President, A. E. Carter; Vice-President, G. J. Carter; Sales Manager, A. R. Robertson. REPRESENTATIVE: Harry S. Goodman, 19 East 53rd St., New York, N. Y. SERVICES OFFERED: Program production, sales of air time, transcriptions.

Allen A. Funt Radio Productions

52 Vanderbilt Ave., New York, N. Y. Phone, MUrray Hill 4-6148. President, Allen A. Funt (on leave with U. S. armed forces); Vice-President, Dorothy Funt. SERVICES OFFERED: Syndicated programs, program production.

•

General Amusement Corp.

1270 Sixth Ave., New York, N. Y. Phone, CIrcle 7-7550. Vice-President-in-Charge-of-Radio, Douglas F. Storer. BRANCH OFFICES: 9028 Sunset Blvd., Hollywood, Calif. Phone, Crestview 1-8101. Executive-in-Charge, Ralph Wonders; 360 N. Michigan Ave., Chicago, Ill. Phone State 6288. Executive-in-Charge, Art Weems; 1533 Carew Towers, Cincinnati, Ohio. Phone, Main 1197. Executive-in-Charge, Art Frew. SERVICES OFFERED: Program production, package shows, artists' representative.

•

General Broadcasting System

Rockefeller Bldg., Cleveland, Ohio. Phone, Prospect 4900. President, Donald C. Jones; Production Manager, Robert Haviland. BRANCH OFFICE: 518 Buhl Bldg., Detroit, Mich. Phone, Cherry 0400. Manager, Donald C. Jones. SERVICES OFFERED: Custom-built transcriptions. production, script, recording talent, off-the-wire and off-the-air recordings.

•

General Sound Corp.

29 West 57th St., New York, N. Y. Phone, PLaza 3-3015. President, E. V. Brinckerhoff; Vice-President in Charge, D. Vanston. REPRESENTATIVES: Robert J. Coar, 1124 Vermont Ave., Washington, D. C. Phone, Republic 1984; L. S. Toogood, 221 N. La Salle St., Chicago, Ill. Phone, Central 5275. SERVICES OFFERED: Recording service, program producing, script service, phonograph records, talent and production service in foreign-language and domestic programs.

•

William Gernamnt

521 Fifth Ave., New York, N. Y. Phone, VAnderbilt 6-1750. SERVICES OFFERED: Package shows.

Ghostwriters Bureau

17 East 49th St., New York, N. Y. Phone, WIckersham 2-8996. Director, Fred E. Baer. SERVICES OFFERED· Writing of radio speeches.

•

John Gibbs & Co.

9 Rockefeller Plaza, New York, N. Y. Phone, COlumbus 5-6402. Owner, John Gibbs; Director, Fred Weihe. SERVICES OFFERED: Program production, scripts.

•

Arthur M. Godfrey Productions

808 Earle Bldg., Washington 4, D. C. Phone, Metropolitan 3200. Owner, Arthur M. Godfrey; Secretary, M. Richardson. SERVICES OFFERED: Arthur Godfrey Package.

•

Harry S. Goodman Radio Productions

19 East 53rd St., New York, N. Y. Phone, WI. 2-3338. Owner, Harry S. Goodman BRANCH OFFICES: American National Bank Bldg., Chicago, Ill.; 206 S. Spring St., Los Angeles, Calif. SERVICES OFFERED: Custom-built radio programs; syndicated transcriptions; spot announcement production.

•

Gordon Broadcasting & Publishing Co.

355 S. Broadway, Los Angeles, Calif. Phone, Ma. 8620. Producer, Edgar Gordon. SERVICES OFFERED: Program production, English, Spanish, Hungarian and German language.

•

Gordoni Radio Productions

Hotel Crillon, 1258 S. Michigan Blvd., Chicago, Ill. Phone, CAlumet 6700-1370. Owner-Manager, Lilla Gordoni: Musical Director, Grace Ingraham; Voice Coach, Rita Mudra, Radio and Television; Dramatic Coach, Marguerite Clark. REPRESENTATIVE: Juliet Heath, 201 West 49th St., New York, N. Y. SERVICES OFFERED: Program production, scripts, radio and television training, talent, recording auditions.

radio production

WOLF ASSOCIATES, Inc.

in all its phases

EDWARD WOLF, General Manager

RKO BLDG. RADIO CITY, N. Y. COlumbus 5-1621

Jean V. Grombach, Inc.

(Business suspended for the duration of the war).

•

Melchor Guzman Co., Inc.

9 Rockefeller Plaza, New York 20, N. Y. Phone, CIrcle 7-2450. Manager, A. M. Martinez. SERVICES OFFERED: Program production, script library (for use in South American radio stations).

•

Leland Hayward, Inc.

444 Madison Ave., New York, N. Y. Phone, ELdorado 5-4100. Radio Director. Lawrence White. BRANCH OFFICE: Hayward-Deverich, Inc., 9200 Wilshire Blvd., Beverly Hills, Calif. Phone, Crestview 1-5151. Radio Director, Barron Polan. SERVICES OFFERED: Program production.

•

George Heid Productions

1005 Century Bldg., Pittsburgh, Pa. Phone, GRant 3696. Owner, George Heid; Recording Engineer, Gene Romer: Musical Director, Al Marsico. SERVICES OFFERED: Program production, continuity, recording, transcriptions transcribed spot announcement production, air checks, slide film recordings.

•

Hispano Broadcasting Co.

105 E. First St., Los Angeles 12, Calif. Phone, MIchigan 4433. Manager, Tony Sein. SERVICES OFFERED: Spanish program production.

•

William F. Holland Agency

Hotel Sinton, Cincinnati, Ohio. Phone Main 3450. Owner, William F. Holland: Program Director, W. Covell; Production, Paul West; Statistician, John Brown; Continuity Chief, Jim Parsons; Art Director, P. O'Brien; Office Manager, D. E. Holland; Merchandising, L. Williams. SERVICES OFFERED: Program production, transcriptions.

•

Hollywood Transcriptions

4918 Santa Monica Blvd., Los Angeles 27, Calif. Phone, Normandie 2-3889. Partnership: J. Elmer Keefer and Robert E. Morris. SERVICES OFFERED: Transcribed programs and producing.

•

Hummert Radio Features

247 Park Ave., New York, New York. Phone, WIckersham 2-2700. Partners: Frank & Anne Hummert. SERVICES OFFERED: Program production, scripts, and package shows.

•

Inter-California Broadcasting System

247 Broadway, Los Angeles 12, Calif. Phone, Mutual 2759. Manager, Gustavo Faist Moran; Sales Manager, Juan Ortiz; Secretary-Continuity Writer, Margaret Lamar. SERVICES OFFERED: Production of Spanish Language Programs on XEGM 950 Kc. Tijuana, Lower California, Mexico.

•

Estella H. Karn

56 West 45th St., New York, N. Y Phone, VAnderbilt 6-3860. SERVICES OFFERED: Program production.

•

Kasper-Gordon Studios, Inc.

140 Boylston St., Boston 16, Mass. Phone, Devonshire 7357. President and Production Manager, Edwin H. Kasper; Treasurer and Director of Commercial Dept., Aaron S. Bloom; Recording Manager, Robert W. Graham; Office Manager, Production, Wm. Flygare, Recording; Merrill Towne, Secretary. SERVICES OFFERED: Custom-built live-talent and transcribed programs, syndicated programs, studio recordings airchecks, program production scripts talent, music library for foreign countries.

•

Kent-Johnson, Inc.

34 West 53rd St., New York, N. Y. Phone, PLaza 3-7246. President, Alan Kent; Executive Vice-President, Austen Croom-Johnson. SERVICES OFFERED: Program and spot announcement production, program consultants.

•

Kermit-Raymond Corporation

745 Fifth Ave., New York, N. Y. Phone, ELdorado 5-5511. President-Treasurer, William J. McCambridge Vice-President & General Manager, Raymond R. Green; West Coast Sales Manager, Scrappy Lambert, 9671 Burton Way, Beverly Hills, Calif. REPRESENTATIVES: F. R. Jones, 228 N. La Salle St., Chicago, Ill.; Alonzo Hawley, Bulkley Bldg., Cleveland, Ohio; John E. Allen, Inc., Rochester, N. Y. SERVICES OFFERED: Production of live and transcribed program shows, scripts.

Bob Kerr

30 Rockefeller Plaza, New York, N. Y. Phone, COlumbus 5-8051. Ben Pratt, Publicity; Bob Coe, Agency Contact; Pete King, Arranger; Bernie Weissman, Jerry Bittick, Arrangers; Clara Frim, Office Manager. SERVICES OFFERED: Program production, talent promotion.

•

King-Trendle Broadcasting Corp.

1700 Stroh Bldg., Detroit 26, Mich. Phone, Cherry 8321. President-Treasurer, George W. Trendle; Vice-President, John H. King; General Manager-Secretary, H. Allen Campbell; Assistant Commercial Manager, James G. Riddell; Advertising-Sales Promotion-Publicity Manager, Lambert B. Beeuwkes; Traffic Manager, Bess Ashton. REPRESENTATIVE: Paul H. Raymer Co. SERVICES OFFERED: Program production of Lone Ranger, Green Hornet, Ned Jordan-Federal Ace, Challenge of the Yukon, for network, national spot, and local use.

Landau Broadcasting Service

270 Broadway, New York, N. Y. Phone, REctor 2-5341. Program Director, Herman Younglieb. SERVICES OFFERED: Original foreign-language programs and production, talent.

•

Langlois & Wentworth, Inc.

420 Madison Ave., New York, N. Y. Phone, ELdorado 5-1620. President, C. O. Langlois; Vice-President, W. M. O'Keefe. SERVICES OFFERED: Specialized service for advertisers and advertising agencies of commercial radio programs, both live and recorded, dramatic and musical. Facilities for writing, casting and production.

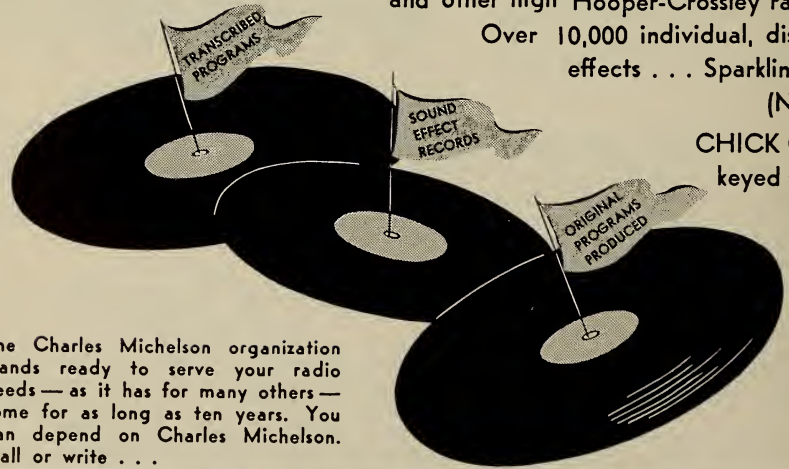
•

Phillips H. Lord, Inc.

501 Madison Ave., New York, N. Y. Phone, WIckersham 2-2211. President, Phillips H. Lord; General Manager, Dorothy E. Levy. SERVICES OFFERED: Radio production.

FOR YOUR RECORDS

45 "tried-and-true" transcribed programs (THE SHADOW, and other high Hooper-Crossley rated shows) . . . Over 10,000 individual, distinctive sound effects . . . Sparkling "live" shows (NICK CARTER, CHICK CARTER, etc.) keyed to network and local markets.



The Charles Michelson organization stands ready to serve your radio needs — as it has for many others — some for as long as ten years. You can depend on Charles Michelson. Call or write . . .

CHARLES MICHELSON

PIONEER PROGRAM PRODUCERS — SINCE 1934

MURRAYHILL 2-3376 67 WEST 44th STREET MURRAYHILL 2-5168

NEW YORK 18, N. Y.

C. P. MacGregor

729 So. Western Ave., Hollywood, Calif. Phone, Fitzroy 4191. President, C. P. MacGregor; Treasurer, Paul Quan. SERVICES OFFERED: Transcription library productions; dramatic and musical custom-built programs; recording studios.

•

Ted MacMurray

333 N. Michigan Ave., Chicago, Ill. Phone, Central 7980. SERVICES OFFERED: Program production.

•

Management Corp. of America

745 Fifth Ave., New York, N. Y. Phone, WIckersham 2-8900. Executive Vice-President, Herbert I. Rosenthal; Vice-President, Jack Bertell. SERVICES OFFERED: Program production, package shows.

•

Charles Martin Productions

410 East 57th St., New York, N. Y. Phone, PLaza 8-0045. SERVICES OFFERED: Complete program production service. Scripts, direction, casting.

•

Alexander McQueen

185 East Chestnut St., Chicago, Ill. Phone, Superior 9139. Manager, Alexander McQueen; Secretary-Script Writer, E. R. Junge. SERVICES OFFERED: Program productions, scripts, research, spot announcements. Owner of "Nothing But the Truth."

•

Fred C. Mertens & Associates

849 South Gramercy Drive, Los Angeles 5, Calif. Phone, Drexel 9031. President, Fred C. Mertens; Program Department, Al F. Williams; Script Department, Sparks Stringer; Sales, Stuart S. Shackelton, Kenneth M. Foote; Secretary, C. Oroczo. SERVICES OFFERED: Program production, transcriptions, commercial copy service.

•

Metropolitan Broadcasting Service Limited

21 Dundas Square, Toronto 1, Ont., Canada. Phone, Adelaide 0181. President, Ken Soble; Sales Manager, F. C. Hobart; Secretary, Jean Holt; Production-Program Director, Harvey Dobbs; Chief Engineer, Harold Everett. SERVICES OFFERED: Program production, scripts, direction, recorded programs, talent.

Charles Michelson Radio Transcriptions

67 West 44th St., New York, N. Y. Phone, MUrray Hill 2-3376. President, Charles Michelson; General Manager, A. Michelson. REPRESENTATIVES: 1344 S. Flower St., Los Angeles, Calif. Phone, Prospect 2035. Manager, Philip Johnson; South First & Second Sts., Richmond, Ind. Phone, 1117. Manager, Ryland Jones. SERVICES OFFERED: Transcribed program representative, sound effect record library, distributor of transcribed programs ("The Shadow, Gennett-Speedy-Q sound effects records, Earnshaw Radio Productions, Walter Biddick Co., Radio Transcriptions Co. of America, Transcription Record Albums Co.).

•

Michelson & Sternberg, Inc.

67 W. 44th St., New York, N. Y. Phone, MUrray Hill 2-5421. President-Secretary, Aaron Michelson; Vice-President, Charles Michelson; Assistant Treasurer, Martin Diamond. SERVICES OFFERED: Exporters of transcription programs and sound effect records.

•

Microphone Playhouse

151 North Craig St., Pittsburgh, Pa. Phone, Schenley 2221. Director, Marjory Stewart; Assistant Director, Hully McFarland; Executive Secretary, Edith R. Russell; Secretary, Helen Maher; Sound Technician, George Meyer. SERVICES OFFERED: Program production and announcers training.

•

Moonbeams Broadcasts, Inc.

20 West 47th St., New York 19, N. Y. Phone, BRyant 9-5280. President, George Shackley; Secretary-General Manager, Lillian Stewart; Publicity Director, Gilbert Braun. SERVICES OFFERED: Musical and script programs talent.

•

Raymond R. Morgan Co.

6362 Hollywood Blvd., Hollywood, Cal. Phone, Hempstead 4194. President, Raymond R. Morgan; Manager, R. E. Messer. SERVICES OFFERED: Program production.

•

William Morris Agency, Inc.

1270 Sixth Ave., New York, N. Y. Phone, CIrcle 7-2160. Executive-in-Charge of Radio, William B. Murray.

PROFESSOR QUIZ
JOE & ETHEL TURP
RACE AGAINST TIME
COUNTY FAIR

YOU WERE MEANT TO BE A STAR
(with Dorothy Arzner)

• • •

WILLIAM GERNANNT
521 FIFTH AVE., NEW YORK
VAnderbilt 6-1750

GENERAL AMUSEMENT CORPORATION

THOMAS G. ROCKWELL, *President*

Producers, Creators and Managers
of
Outstanding Radio Ideas, Talent and
Orchestras For Over Twelve Years

NEW YORK • CHICAGO • CINCINNATI • HOLLYWOOD

BRANCH OFFICES: 203 N. Wabash Ave., Chicago, Ill. Phone, State 3632. Executive-in-Charge, Wallace Jordan; 202 N. Canon Drive, Beverly Hills, Calif. Phone, Crestview 1-6161. Executive-in-Charge, George Gruskin, Keith Bldg., Cleveland, Ohio. Phone, Main 1525. Executive-In-Charge, Pat Lombard. SERVICES OFFERED: Production of package shows.

•

Motion Picture Productions, Inc.

(General Broadcasting System, Inc.)

620 West Superior Ave., Cleveland, Ohio. Phone, Prospect 4900. President-Treasurer, Donald C. Jones; Production Manager, Robert Haviland; Sound Engineer, Robert Arbogast; Editorial, Arthur J. Beiler. BRANCH OFFICES: General Broadcasting System, Inc., 518 Buhl Bldg., Detroit, Mich. Phone, Cherry 0400. SERVICES OFFERED: Program production, mobile and studio recording.

Music Corporation of America

745 Fifth Ave., New York, N. Y. Phone, WIckersham 2-8900. Executive Vice-President, David A. Werblin; Vice-President, A. Bart McHugh; Vice-President, Charles Miller; Vice-President-Radio Director, Harold Hackett. BRANCH OFFICES: 430 N. Michigan Ave., Chicago, Ill. Phone, Delaware 1100. Manager, Maurie Lipsey; MCA Square, Beverly Hills, Calif. Phone, Bradshaw 23211. President, J. C. Stein; Manager, Taft Schreiber; Union Commerce Bldg., Cleveland, Ohio. Phone, Cherry 6010. Manager, DeArv G. Barton; Tower Petroleum Bldg., Dallas, Texas. Phone 2-1448. Manager, Norman Steppe. SERVICES OFFERED: Production, package shows, talent.

•

Music Maker Productions

154 E. Erie St., Chicago, Ill. Phone, Delaware 5686. Owner, Wendell Hall. SERVICES OFFERED: Production of one-minute musical spot programs.

AIR FEATURES, Inc.

247 PARK AVENUE

NEW YORK CITY

Dear Trade:

Once upon a time there was a radio copywriter who was called upon by his friend. This occurred at the residence of the radio copywriter which was, and had been for some time an insane asylum. The friend found the copywriter beating a typewriter and inquired what the copywriter was doing. The reply to that was that he, the copywriter, was writing himself a memo. He was questioned as to what he was writing himself. The reply was that how the hell would he know, he wouldn't get it until tomorrow!

It happens all the time—but there's always Kent-Johnson, Inc. and believe us this corporate body is at all times ready, willing and able to fly to your aid in time of need. What do we do? Almost anything. Get tickets to "Oklahoma," fib to a client's wife and call on copywriters in insane asylums—who are very kind and who leaves us the loan of their straitjackets.

But mostly we do commercial songs. We're handled by the Morris office.

Cordially

KENT-JOHNSON, Inc.

Alan Kent

Austen Croom-Johnson

PROGRAM PRODUCERS

Muzak Transcriptions, Inc.

151 West 46th St., New York, N. Y. Phone, BRyant 9-1247. Chairman of Board, C. M. Finney; President, K. R. Smith; Vice-President and Treasurer, John R. Andrus. SERVICES OFFERED: Vertical and lateral recordings, off-the-line recordings, air checks, reference or audition recordings, recording service for advertisers and agencies, custom-built recordings, transcription library, pressing and processing, program consultants, production, scripts, talent.

●

E. K. Nadel

1600 Broadway, New York, N. Y. Phone, CIrcle 6-8861. General Manager, E. K. Nadel; Assistant Manager, Tom Kirby; Art Department Manager, Frank Smith; Treasurer, Marian Mack. SERVICES OFFERED: Program production.

●

National Concert & Artists Corp.

711 Fifth Ave., New York, N. Y. Phone, PLaza 3-0820. President, A. H. Morton; Vice-President, O. O. Bottorff; Vice-President, Marks Levine; Vice-President, Daniel S. Tuthill; Vice-President, Victor B. Brown; Vice-President, Charles B. Smith; Secretary-Treasurer, Thomas Reilly. BRANCH OFFICES: Merchandise Mart, Chicago, Ill. Phone, Superior 4042. Vice-Presidents, Sam Harrington, Theo. McCoy; Sunset at Doheny, Los Angeles, Calif. Crestview 1-7121. Vice-Presidents, Helen Ainsworth, Norma Rinehart; 111 Sutter St., San Francisco, Calif. Executive-In-Charge, Alex Haas. SERVICES OFFERED: Program production, talent management.

●

National Radio Advertising Agency

4005 Mary Ellen Ave., North Hollywood, Calif. Phone, State 4-4813. President, D. D. Crawford; Vice-President, J. D. Crawford. SERVICES OFFERED: Producers and distributors of transcribed programs.

●

Nationalities Broadcasting Association, Inc.

512 Carnegie Hall, 1220 Huron Rd., Cleveland, Ohio. Phone, Main 4057. President, J. M. Lewandowski; Executive Secretary-Treasurer, Frederick C. Wolf;

Chairman of the Board of Directors, M. Autoncic. SERVICES OFFERED: Production of foreign-language and English programs and spot announcements.

•

NBC Radio-Recording Division

Radio City, New York, N. Y. Phone, CIrcle 7-8300. Vice-President, C. Lloyd Egner; Business Manager and Sales Manager, Robert W. Friedheim; Assistant Sales Manager, Willis B. Parsons; Program Manager, Morris W. Hamilton; Thesaurus; Program Manager, Norman L. Cloutier; Office Manager, Henry P. Hayes. BRANCH OFFICES: Merchandise Mart, Chicago, Ill. Phone, Superior 8300. Manager, Frank E. Chizzini; Sunset and Vine St., Hollywood, Calif. Phone, Hollywood 6161. Trans-Lux Bldg., Washington, D. C. Phone, Republic 4000. Manager, E. William Young. SERVICES OFFERED: NBC Thesaurus Program Library, custom-built programs, simultaneous recordings of network and studio programs, recording service for advertisers and agencies, syndicated recorded programs, reference or audition recordings, NBC Orthacoustic transcriptions.

•

Lilian Okun, Inc.

2 West 67th St., New York, N. Y. Phone, TRafalgar 7-8916. President-Manager, Lilian Okun. SERVICES OFFERED: Program production, live and transcribed, talent, package programs, scripts.

•

Pan American Broadcasting Co.

330 Madison Ave., New York, N. Y. Phone, MUrray Hill 2-0811. Manager, E. Bernald. REPRESENTATIVES: F. R. Jones, 228 N. La Salle St., Chicago, Ill.; Alonzo Hawley, 1635 East 25th St., Cleveland, Ohio. SERVICES OFFERED: Transcriptions, program production, script service, talent bookings for Latin American and export fields.

•

Jack Parker & Associates

6513 Hollywood Blvd., Hollywood 28, Calif. Phone, Granite 7584. President, Jack Parker; Vice-President, Don Masters; Station Relations Manager, Betty Underwood; Script Editor, Ray Bond; Acting Script Editor, Ross Van Neibroc;

☆

HAROLD STEIN

"Photographer to Radio's Royalty"

GRATEFULLY
ACKNOWLEDGES
AND THANKS

THE BLUE NETWORK

CAFE SOCIETY UPTOWN

RADIO STATION WMCA

LORD TARLETON HOTELS

YOUNG & RUBICAM

THE MUTUAL BROADCASTING SYSTEM

THE MENNEN COMPANY

H. A. BRUNO ASSOCIATES

J. WALTER THOMPSON

AND THANKS THEM
FOR THEIR PATRONAGE

Studios: 37 West 47th Street
By Appointment Only

LO. 3-6177

Music Editor, Harold Graham; Music Director, Dr. David Royal, Jr.; Associate Producer Ray Van Niebroc; Script Writers, R. Van Hill, B. Underwood, J. Parker, H. Graham, Bill Starr, H. Davidson. SERVICES OFFERED: Program production, scripts, music direction, live-talent and transcribed programs.

•

Leo J. Paulin & Associates

1627 "K" St., N.W., Washington 6, D. C. Phone, National 9349. SERVICES OFFERED: Program ideas, production, scripts.

•

Peterson Radio Productions

1457 Broadway, New York 18, N. Y. Phone, WIsconsin 7-0069. Producer-Director, Donald Peterson; Script Writers, Wilhelmina Fox, Faith Ellen Smith; Engineer, M. P. Fruchty. SERVICES OFFERED: Production of religious programs, recording.

Polish Broadcasting Bureau

754 Fillmore Ave., Buffalo, N. Y. Phone, Cleveland 6876. Owner, Joseph F. Mikolajczak; Secretary, Emily Mikolajczak. SERVICES OFFERED: Program production (Polish).

•

Premier Radio Enterprises Inc.

1218 Olive St., St. Louis, Mo. Phone, Garfield 3395. President, H. S. Somson; Vice-Presidents, Wilson Dalzell, David A. Somson; Secretary, Jerome M. Yawitz. SERVICES OFFERED: Producing and recording of custom-built transcriptions, phonograph records, national and regional broadcasts, war and film recording, sales presentations.

•

George Logan Price, Inc.

946 South Normandie Ave., Los Angeles 6, Calif. Phone, FEderal 7372. President, G. L. Price. SERVICES OFFERED: Transcribed programs, program

A PROGRAM OF
CHRISTIAN GUIDANCE AND
INSPIRATION

HAVEN

OF

REST

TENTH CONSECUTIVE YEAR ON
THE AIR

***COAST TO COAST
SHORT WAVE AROUND
THE WORLD***

3660 TRACY STREET
LOS ANGELES, 26
CALIF.



production, transcription library, scripts and continuity, commercial copy.

•

Quality Comic Group

415 Lexington Ave., New York, N. Y. Phone, MU 2-5877. Publisher, E. M. Arnold; Editor, G. E. Brenner; Manager Radio Dept., Enid Hager. SERVICES OFFERED: The Radio and Motion Picture Department of the Quality Comic Group handles the sale, scripts and production of radio shows based on the characters and features established and controlled by The Quality Comic Group. Also the sale of motion picture and television rights.

•

Radio Centre Limited

74 Wellington St., West Toronto, Ont., Canada. Phone, Waverly 2036. General Manager, D. Spencer Grow; Vice-President, Stewart L. Grow; Transcription Supervisor, Frances Morrison. BRANCH OFFICE: 8011 112th Ave., Edmonton, Alberta. Morgan H. Pitcher, Western Manager. SERVICES OFFERED: Syndicated transcriptions.

Radio Events, Inc.

535 Fifth Ave., New York 17, N. Y. Phone, MUrray Hill 6-3487. President, Martin Lawrence. SERVICES OFFERED: Production, scripts, casting.

•

Radio Features of America

37 West 46th St., New York 19, N. Y. Phone, BRyant 9-9622. Executive Director, Alma Sandra Munsell; Director of Programs and Production, Oliver W. Nicoll. SERVICES OFFERED: Program production and consultation, package live shows, syndicated transcriptions, scripts, talent.

•

Radio Producers of Hollywood

930 N. Western Ave., Hollywood, Calif. Phone, HOllywood 6506. OWNER: Lou R. Winston. SERVICES OFFERED: Transcribed feature programs.

•

Radio Programme Producers

1440 St. Catherine St., West, Montreal, Que., Canada. Phone, Marquette

ALTON ALEXANDER

PRODUCTIONS

Writing, producing and directing

1943

The General Electric Hour of Charm
(B. B. D. & O.)

"The Show of Yesterday and Today"
with Blue Barron's Orch.
(Federal Security Agency)

"What Is Your War Job"
with Woody Herman's Orch.
(War Manpower Commission)

"Soldiers of Production"
(War Production Board)
Glen Gray Orchestra
Tiny Hill's Orchestra
Vincent Lopez Orchestra
Teddy Powell Orchestra
Tony Pastor Orchestra
Will Osborne Orchestra

"Topics for Today"
with Tommy Tucker's Orch.
(United States Navy and O.W.I.)

"Your Town's War Job"
with Lionel Hampton's Orch.
(U. S. Employment Service)

FEATURE BUREAU

BERT NEVINS, *Manager*

•

Scripts-Productions

(Women's Programs)

•

50 East 42nd St., New York, N. Y.

MUrray Hill 2-9086

1182. Producers, Paul L'Anglais, Simon L'Anglais; Associate Producers, Gil Wall, B. Hogue, Jac Des Baillets; Secretary-Treasurer, Roger Gauvin. BRANCH OFFICE: Hotel Statler, Buffalo, N. Y. Producer, Gilbert Wall. SERVICES OFFERED: Program production, recording.

●

Radio Results

8641 Escanaba Ave., Chicago, Ill. Phone, South Chicago 5374. President, Z. George Jaworowski; Secretary, Adele Walton. SERVICES OFFERED: Program production (foreign language), scripts, translations.

●

Radio Subsidiaries

Hotel Schenley, Pittsburgh, Pa. Phone, Mayflower 6400, Schenley 4055. President, William G. Beal; Vice-President & Treasurer, William R. Cullinson. SERVICES OFFERED: Program and spot announcement production, transcribed programs, scripts, talent.

●

Religious News Service

381 Fourth Ave., New York, N. Y. Phone, MUrray Hill 3-8246. Managing Editor, Louis Minsky; News Editor, George Dugan; Catholic Editor, Thomas F. Doyle. SERVICES OFFERED: Production of weekly religious news scripts.

●

Robinson Recording Laboratories

35 S. Ninth St., Philadelphia, Pa. Phone, Walnut 6800. Owner, W. P. Robinson; John Eckman, Recording Engineer; Wendel Martin, Production. SERVICES OFFERED: Electrical transcriptions, standard phonograph records, dramatized spot announcements, casting, scripts, production.

●

Rockhill Radio, Inc.

18 East 50th St., New York, N. Y. Phone, ELdorado 5-1860. President, Stanley J. Wolf; Vice-President, Emanuel Wolf; Recording Manager, E. Rosenthal; Chief Engineer, "Wally" Wolsky; Office Manager, Janet Taylor. REPRESENTATIVES: Dave Pinchot, Chicago, Ill. SERVICES OFFERED: Transcription and recording service, production, syndicated programs, script service.

PHIL COHAN

Producer-Director

"GARRY MOORE

JIMMY DURANTE

SHOW"

CAMEL CIGARETTES

WM. ESTY AGENCY

Richard Stark & Co.

30 Rockefeller Plaza

New York 20, New York

CIrcle 6-7337

RADIO PRODUCTION

RICHARD STARK

WILLIAM MEEDER

N. FREDERICK WEIHE

The Rocky Mountain Radio Council, Inc.

21 East 18th Ave., Denver, Colo. Phone, Keystone 5306. Director, Robert B. Hudson; Production Director, Jack Weir Lewis; Engineers, Vern Curnow, Tom Harvey; Research, W. M. Spackman; Secretary, Nancy Reid. SERVICES OFFERED: Production of public service programs in Colorado and Wyoming. This organization works in cooperation with its member agencies, consisting of education and civic organizations, colleges, public school systems, etc.

•

Saltimieras Radio Advertisers

6912 South Western Ave., Chicago, Ill. Phone, Prospect 4050. Program Producer, Paul B. Saltimieras; Musical Director, Joseph Sauris; Music Librarian, Florence Balsis; Business Manager, Julia Saliner. SERVICES OFFERED: Program production (foreign language).

•

James L. Saphier Agency

6331 Hollywood Blvd., Hollywood 28, Calif. Phone, Hollywood 7211. Owner, J. L. Saphier; Associate, Alfred Levy; Production Manager, Tom A. McAvity. SERVICES OFFERED: Sales and production of package shows and talent.

•

Joseph C. Schramm Studios

4000 Canal St., New Orleans, La. Phone, Galvez 5914. Owner, Joseph C. Schramm; Supervisor, Josephine Martinez. SERVICES OFFERED: Program production, recording, transcriptions.

•

Bernard L. Schubert, Inc.

509 Madison Ave., New York, N. Y. Phone, PLaza 3-4670. President, Bernard Schubert; Saul Reiss, May Bolhower, C. S. Lieberman. SERVICES OFFERED: Program production, talent representation.

•

Sellers, Inc.

912 Commerce St., Dallas, Texas. Phone, C-5978. President, J. E. Sellers. SERVICES OFFERED: Program production, recordings, transcriptions.

C. P. MacGregor

Presents

HOLLYWOOD
RADIO THEATRE

(Skippy Peanut Butter)

•

Among Recent Guest Stars: JOAN BENNETT, HERBERT MARSHALL, RODDY McDOWALL, MARGO, JANE WITHERS, MARTHA O'DRISCOLL

MAJOR BOWES
AMATEURS

10th Year on the Air . . .

for

Plymouth

Dodge

DeSoto

Chrysler

Service Programs

535 5th Ave., New York 17, N. Y. Phone, MUrray Hill 6-3489. General Manager, Gladys Miller. SERVICES OFFERED: Scripts, promotion, programming, production, merchandising.

•

Edward Sloman Productions

300 S. McCadden Pl., Los Angeles 5, Calif. Phone, WAlnut 6813. Producer-Director, Edward Sloman. SERVICES OFFERED: Syndicated programs and transcriptions, custom-built programs.

•

J. Hall Smith Recording Studios

312 Madison Theatre Bldg., Detroit, Mich. Phone, Cherry 6550. Owner-Manager, J. Hall Smith; Scripts, Douglas Wright; Sales Representative, W. S. Tygard; Office Manager, H. L. Theodore. SERVICES OFFERED: Scripts, transcriptions, records, portable recordings, program production, line and air checking.

•

Sound Studios, Incorporated

1124 Vermont Ave., Washington, D. C. Phone, Republic 1984. President, Robert J. Coar; Vice-President, Helen B. Coar; Gen. Mgr., Hardy Burt; Sales Manager, Steve Carpenter; Office Manager, Jean Fisher. SALES REPRESENTATIVES: Muzak Transcriptions, Inc., 151 West 46th Street, New York, N. Y. Phone, BRyant 9-1246. Vice-President, K. R. Smith; General Sound Corp., 29 West 57th St., New York, N. Y. Phone, PLaza 0-3015. President, E. V. Brinckerhoff. SERVICES OFFERED: Transcriptions, program production.

•

The Sound Workshop

445 S. La Cienaga Blvd., Hollywood 36, Calif. Phone, BRadshaw 2-1233. Owner, Robert E. Grey. SERVICES OFFERED: Program production, transcription service.

•

Henry Souvaine, Inc.

30 Rockefeller Plaza, New York, N. Y. CIrcle 7-5666. General Manager, David Hale Halpern; Business Executives, Henry Souvaine, Max Chopnick, Archibald U. Braunfeld, Geraldine Souvaine, Harry W. Hoff, Jr.; Producers, Henry Souvaine, David Hale Halpern, Frank Phares, Harry W. Hoff, Jr.; Associated Directors, Chick Vincent, Carlo de Angelo, Wm. Neal, John Dietz. SERVICES OFFERED: Package shows (live and transcribed), scripts, production, public relations consultants.

•

Richard Stark & Company

30 Rockefeller Plaza, New York 20, N. Y. Phone, CIrcle 6-7337. Richard Stark, William Meeder, Fred Weihe. SERVICES OFFERED: Program builders, producers, and consultants.

•

Irving Strouse

151 W. 74th St., New York, N. Y. Phone, TRafalgar 7-4695. SERVICES OFFERED: Program production, scripts.

•

Telecast Productions, Inc.

30 Rockefeller Plaza, New York 20, N. Y. Phone, COlumbus 5-6424. President, Myron Zobel; Secretary, E. A. Freeman; Treasurer, William S. Greene, Jr. SERVICES OFFERED: Package shows for radio and television.

•

Transamerican Broadcasting & Television Corp.

1 East 54th St., New York, N. Y. Phone, PLaza 5-9800. President, John L. Clark; Executive Vice-President, E. J. Rosenberg. SERVICES OFFERED: Live and transcribed programs.

•

Transcribed Radio Shows

2 West 47th St., New York 19, N. Y. Phone, LOngacre 5-3440. President, M. E. Moore; Manager, R. Green. SERVICES OFFERED: Custom-built shows, spot announcement production, listener participation transcribed programs.

•

Transtudio Corp.

473 Virginia St., Buffalo, N. Y. Phone, Cleveland 1160. Vice-President-Treasurer, James W. Gillis, Jr. SERVICES OFFERED: Transcribed radio programs, script programs, production, studio recordings, educational recordings, off-the-air checks.

•

United Radio Shows (United Press)

220 East 42nd St., New York, N. Y. Phone, MUrray Hill 2-0400. Manager, C. Edmonds Allen. SERVICES OFFERED: Production for radio of news service, news scripts, news research and package news shows.

United States Recording Co.

1121 Vermont Ave., N. W., Washington, D. C. Phone, District 1640. General Manager, Joseph Tait; Business Manager, Rhoda Golden; Chief Engineer, John J. Davis. SERVICES OFFERED: Recording and transcription service, script and production service, air checks of domestic and shortwave broadcasts.

•

Thomas J. Valentino, Inc.

1600 Broadway, New York, N. Y. Phone, CIrcle 6-4675. Production Manager, Thomas J. Valentino; Secretary, Elsie G. Valentine; Director, D. J. Valentine. SERVICES OFFERED: Custom transcriptions, recordings on wax or film, sound effects library.

•

Videor Productions

(*Div. of Video and Sound Enterprises*)
P. O. Box 517, Omaha, Nebr. Phone, HA 6446. General Manager, Franklin O. Pease. BRANCH OFFICE: 709 Fidelity Bldg., Kansas City, Mo. SERVICES OFFERED: Program production, script service.

•

Owen Vinson & Co.

360 N. Michigan Ave., Chicago 1, Ill. Phone, Central 6769. Producer-Director, Owen Vinson; Writers, Pauline Hopkins, Louis Scofield. SERVICES OFFERED: Production of package shows and custom-built programs.

•

J. Franklyn Viola & Co.

152 West 42nd St., New York, N. Y. Phone, CHickering 4-3254. Manager J. Franklyn Viola. SERVICES OFFERED: Scripts, production, specializing in foreign-language programs, transcriptions.

•

WADC Cleveland Studios

241 Euclid Ave., Cleveland, Ohio. Phones, WA 8949, DI 0056. Partners, James J. Rattay and Paul Faut. SERVICES OFFERED: Production of foreign-language and English programs.

•

Carl Wester & Company

360 N. Michigan Ave., Chicago, Ill. Phone, Randolph 6922. President, Carl Wester. Writer, Irna Phillips. SERVICES OFFERED: Program production.

Roger White Radio Productions

521 Fifth Ave., New York, N. Y. Phone, MUrray Hill 2-0295. Radio Producer, Roger White; Artists' Bureau, Marilyn Brandt. SERVICES OFFERED: Producing, writing, directing and publicizing radio productions.

•

Witte Radio Productions

1064 S. Genessee, Los Angeles 35, Calif. Phone, Webster 8716. Owner, Oscar Witte. SERVICES OFFERED: Program production, transcriptions.

•

Wolf Associates, Inc.

1270 Sixth Ave., New York, N. Y. Phone, CIrcle 7-4885. General Manager, Ed Wolf; Production Manager-Casting Director, Jack Rubin; Sales Manager, Paul Ross. BRANCH OFFICE: 6912 Hollywood Blvd., Hollywood, Calif. Phone, GLadstone 6679. Manager, L. Wolfe Gilbert. SERVICES OFFERED: Radio Production, talent.

•

World Broadcasting System, Inc.

711 Fifth Ave., New York, N. Y. Phone, WIckersham 2-2100. President, P. L. Deutsch; Executive Vice-President, A. J. Kendrick; , Vice-President, Read H. Wright; Secretary, Milton Diamond; Treasurer, M. R. Rackmil; Station Relations Manager, A. B. Sambrook; Chief Engineer, Charles Lauda, Jr. SERVICES OFFERED: Custom-built transcriptions, processing, pressings, program ideas, production, scripts, talent, transcription program service library.

•

Frederic W. Ziv, Inc.

2436 Reading Road, Cincinnati, Ohio. Phone, University 6124. President, Frederic W. Ziv; Vice-President, William Ziv; Vice-President, John L. Sinn; Secretary, M. R. Ziv. BRANCH OFFICE: 485 Madison Ave., New York, N. Y. Phone, PLaza, 3-9612. Vice-Presidents, John L. Sinn, Chas. M. Gaines. SERVICES OFFERED: Live talent and transcribed programs.


for
Craftsmanship
Remember
Columbia
COLUMBIA TRANSCRIPTIONS
New York . . . 799 Seventh Ave., CIrcle 5-7300
Chicago . . . Wrigley Bldg., Whitehall 6000
Hollywood . . . 6624 Romaine St., Granite 4134
COLUMBIA RECORDING CORPORATION · A SERVICE OF THE COLUMBIA BROADCASTING SYSTEM

TRANSCRIPTION COMPANIES

Acoustic Equipment Company

323 Walton Building, Atlanta, Ga. Phone, WAlnut 6714. Owner and Manager, P. C. Bangs. SERVICES OFFERED: Recording of transcriptions of all types from studio, station or network; off-the-air recordings for checking programs; audition recordings; sound engineering and public address equipment.

•

Advertisers Recording Service, Inc.

113 West 57th St., New York, N. Y. Phone, CIrcle 6-0141. (For detailed information see listing under Program Producers).

•

All-Canada Radio Facilities Limited

305 Victory Bldg., Toronto, Ont., Canada. Phone, Elgin 2464. Manager, G. F. Herbert; R. E. McGuire, F. W. Cannon. BRANCH OFFICES: Southam Bldg., Calgary, Alberta, Canada. Phone, M-7591. President, H. R. Carson; 802 Electric Railway Chambers, Winnipeg, Manitoba, Canada. Phone 96-861. Manager, P. H. Gayner; 923 Dominion Square Bldg., Montreal, Que., Canada. Phone, Lancaster 6400. Manager, Burt Hall; 543 Seymour St., Vancouver, B. C., Canada. Phone, Marine 9542. J. E. Baldwin. SERVICES OFFERED: Transcriptions, representative for transcription companies and stations.

•

Allied Record Mfg. Co.

1041 N. Las Palmas Ave., Hollywood, Calif. Phone, Hollywood 5107. Louis I. Goldberg. Washington Representative: Jerry Mara; Phone, Executive 3792. SERVICES OFFERED: Processing and pressing of electrical transcriptions and phonograph records.

•

Arts Recording Studios & Recording Co.

29 West 57th St., New York, N. Y. Phone, PLaza 8-0407. (For detailed information see listing under Program Producers).

•

Asch Recording Studios

117 West 46th St., New York 19, N. Y. Phone, BRyant 9-3137. President, Moe Asch; Office Manager, M. Distler. SERVICES OFFERED: Off-the-air and off-the-line transcriptions, commercial records, transcriptions, recordings and production.

•

Associated Music Publishers, Inc.

25 West 45th St., New York, N. Y. Phone, BRyant 9-0845. President, C. M. Finney. SERVICES OFFERED: Transcriptions, library, production, recording processing and pressing, both lateral and vertical, script (Muzak Transcriptions, Inc..).

•

Associated Releases

1310 N. Formosa Ave., Hollywood, Calif. Phone, HIllside 0181. Script and transcription. (For detailed information see listing under Program Producers.)

•

Audio-Scriptions, Inc.

1619 Broadway, New York 19, N. Y. Phone, CIrcle 7-7690. Manager, Ezekiel Rabinowitz. SERVICES OFFERED: Recordings and electrical transcriptions at the studio and on-the-spot; library of voices.

•

Beck Recording Studios

1722 Hennepin Ave., Minneapolis, Minn. Phone, Atlantic 8901. Script. (For detailed information see listing under Program Producers).

•

G. C. Bird & Associates

1745 N. Gramercy Place, Hollywood 28, Calif. Phone, Hollywood 3981. (For



RADIO'S RATION K... NBC *Thesaurus*

As cleverly packaged as the Army's field food kit – as useful to radio as that scientifically designed Ration K–that's the NBC Thesaurus, the extensive musical library assembled by the NBC Radio-Recording Division for your field work in the battles of brands and sales.

It can save man-hours and production headaches . . . coin money . . . become a hard-hitting sales weapon.

Sales resistance crumbles and enthusiasm sprouts the moment these big names and fine music go to work.

There's Sammy Kaye, Xavier Cugat, Lawrence Welk, Vincent Lopez and other popular orchestras.

There's fine music ready and waiting in Norman Cloutier's "Memorable Music," Rosario Bourdon's Symphony, Allen Roth's "Symphony of Melody"–and many more.

And such great programs as: America Marches with the Goldman Band, Church in the Wildwood with John Seagle, Golden Gate Quartet–a long list of other tested favorites.

Thesaurus is complete, includes sales portfolio, exploitation suggestions, tie-up ideas and publicity material.

For details of what the NBC Thesaurus has done for others–can do for *you*–write today!

Also see advertisement page 666

National Broadcasting Co.

A Service of Radio Corporation of America

NBC RADIO-RECORDING DIVISION

AMERICA'S NUMBER 1 SOURCE OF RECORDED PROGRAMS

RCA Building, Radio City, New York, N. Y. . . Merchandise Mart, Chicago, Ill.
Trans-Lux Building, Washington, D. C. . . Sunset and Vine, Hollywood, Calif.

detailed information see listing under Program Producers).

•

Bost Records Co.

29 West 57th St., New York 19, N. Y. Phone, PLaza 3-8676. (For detailed information see listing under Program Producers).

•

Richard Bradley & Associates

20 North Wacker Drive, Chicago, Ill. Phone, Randolph 3549. (For detailed information see listing under Program Producers).

•

Brinckerhoff Studios Productions, Inc.

29 West 57th St., New York, N. Y. Phone, PLaza 3-3015. (For detailed information see listing under Program Producers).

•

Chicago Recording Co.

221 N. La Salle St., Chicago, Ill. Phone, CEntral 5275. President, L. S. Toogood; Secretary, Jane Fogelsanger. SERVICES OFFERED: Manufacture of electrical transcriptions.

•

Christensen Radio Services

306 S. Wabash Ave., Chicago, Ill. Phone, Webster 7795. (For detailed information see listing under Program Producers).

•

Columbia Recording Corporation

(A Subsidiary of the Columbia Broadcasting System)

799 Seventh Ave., New York, N. Y. Phone, CIrcle 5-7300. President, Edward Wallerstein; General Manager, Transcription Department, Robert J. Clarkson; Advertising Manager, Alex Steinweiss. BRANCH OFFICES: 6624 Romaine St., Hollywood, Calif. Phone, Granite 4134. Manager, Andrew J. Schrade; 410 N. Michigan Ave., Chicago, Ill. Phone, Whitehall 6000. Manager, Girard D. Ellis. SERVICES OFFERED: Recording, processing and manufacture of all types of electrical transcriptions; manufacture and distribution of Columbia and Okeh records.

•

Consolidated Sound Laboratories

2013 N. 63rd St., Philadelphia, Pa. Phone, TRinity 8213. Owner-Chief Engineer, Raymond Norton; Sales Manager, R. C. Shive; Production Manager, Harvey Lamb. SERVICES OFFERED: Recording, processing, manufacture of recording equipment.

•

Continental Engineering Co.

3613 N. Green Bay Ave., Milwaukee 12, Wisc. Phone, Concord 7300. President, K. W. Kennedy; Vice-President, A. F. Jurack; Secretary-Treasurer, A. Blankenheim. SERVICES OFFERED: Commercial recording, manufacture and sale of public address systems and electronic devices.

•

Patrick Michael Cunning Productions

6530 Sunset Blvd., Hollywood, Calif. Phone, HIllside 5915. (For detailed information see listing under Program Producers).

•

Damon Transcription Laboratory & Sound Service

1221 Baltimore Ave., Kansas City, Mo. Phone, Victor 2585. (For detailed information see listing under Program Producers).

•

Decca Records, Inc.

50 West 57th St., New York, N. Y. Phone, COlumbus 5-2300. President, Jack Kapp; Executive Vice-President, E. F. Stevens, Jr.; Manager Transcription Division, Edward Strauss. BRANCH OFFICES: Boston, Buffalo, Richmond, Detroit, Kansas City, Philadelphia, Chicago, St. Louis, Cincinnati, Cleveland, Minneapolis, Charlotte, Newark, Syracuse, Jacksonville, Oklahoma City, Houston, Atlanta, Memphis, New Orleans, Dallas, Pittsburgh, Washington, Los Angeles, San Francisco, Seattle, Hartford, Brooklyn, Milwaukee, Denver, San Antonio, Birmingham. SERVICES OFFERED: Custom-built electrical transcription records.

ARMY

NAVY

OWI

...but YOU are a good customer, too

...for the fastest transcription service in the world!

TREASURY

CO-ORDINATOR OF INTER-AMERICAN AFFAIRS

MUZAK, today is producing *three times* as many transcriptions as before the war...with specially heavy government orders for the Armed Forces and war agencies.

But YOU are a good customer, too...working hard in advertising agencies and radio stations.

And we are serving both!

Through this trying period of war-orders and war-shortages, there has been no deviation in the quality of our *Vertical Cut* and *Lateral Cut* transcriptions.

And in 1944, we hope to be able to continue our original standards of service: *the fastest transcription service in the world.*

To our loyal clients, new and old, a sincere "thank you" for your continued patience and continued business.

TRANSCRIPTIONS

•

HIGH SPEED PROCESSING

•

VINYLITE PRESSINGS

•

Reference Recordings — Line recordings for supplemental radio coverage.

Send us your Acetate masters for processing and pressing. Gold spattering . . . the fastest processing and pressing service.

MUZAK

TRANSCRIPTIONS, INC.

A Division of Associated Music Publishers, Inc. Licensed under United States patents of Western Electric Company, Inc.

STUDIO AND RECORDING FACILITIES

NEW YORK
151 West 46th Street
Bryant 9-1247

WASHINGTON, D. C.
1124 Vermont Avenue
Republic 1984-5

CHICAGO
La Salle Wacker Bldg.
Central 5275

PROCESSING AND PRESSING PLANT

NEW YORK
250 West 54th Street
Columbus 5-8552

Disco Recording Co., Inc.

Arcade Bldg., St. Louis, Mo. Phone, Chestnut 5937. President, Harry V. Cheshire; Chief Engineer, Gordon Sherman; General Manager, Bob Reichenbach; Secretary, Marie Sherman. SERVICES OFFERED: Production of programs and commercial announcements, studio recordings, portable recordings, off-the-line and off-the-air recordings, audition records, phonograph records.

•

Don Lee Productions

5515 Melrose Ave., Los Angeles, Calif. Phone, Hollywood 8111. (For detailed information see listing under Program Producers).

•

Walter P. Downs

Dominion Square Bldg., Montreal, Que. Phone, Marquette 6368. (For detailed information see listing under Program Producers).

•

Eccles Disc Recordings, Inc.

6233 Hollywood Blvd., Hollywood, Calif. Phone, HIllside 8351. (For detailed information see listing under Program Producers).

•

Electro-Vox Recording Studios

5546 Melrose Ave., Hollywood, Calif. Phone, GLadstone 2189. Owner and Manager, Bert B. Gottschalk. SERVICES OFFERED: "Air-Chek" service; recordings, electrical transcriptions, phonograph records.

•

Empire Broadcasting Corporation

480 Lexington Ave., New York, N. Y. Phone, PLaza 8-3360. (For detailed information see listing under Program Producers).

•

Essex Broadcasters, Inc.

3300 Union Guardian Bldg., Detroit 26, Mich. Phone, Cadillac 6117. General Manager, J. E. Campeau; Chief Engineer, George Funkey. SERVICES OFFERED: Airchecks, auditions, slide film sound, commercial transcriptions.

•

Exclusive Radio Features Company, Ltd.

14 McCaul St., Toronto, Ont., Canada. Phone, Adelaide 5112. (For detailed information see listing under Program Producers).

•

Federal Transcribed Programs, Inc.

101 Park Ave., New York, N. Y. Phone, CAledonia 5-7530. SERVICES OFFERED: Transcription service to order, off-the-air recordings, off-the-line recordings, audition recordings, transcribed programs.

•

Carl Fischer, Inc. Recording Studio

119 West 57th St., New York 19, N. Y. Phone, CIrcle 7-2965. Manager, Max Rittershausen; Studio Director, Rita Connally. SERVICES OFFERED: Transcriptions, off-the-air and studio recording, processing and pressing, studio facilities for location recording.

•

Harry E. Foster Agencies Limited

King Edward Hotel, Toronto, Can. Phone, ELgin 2134. SERVICES OFFERED: Transcriptions, off-the-air recordings, off-the-live recordings, audition recordings, transcribed programs; portable recording equipment also available.

•

Paul M. Frailey Productions

123 S. Broad St., Philadelphia, Pa. Phone, Pennypacker 8450. (For detailed information see listing under Program Producers).

•

Frankay & Jackson

48 West 48th St., New York, N. Y. Phone, LOngacre 5-0242. President-Chief Engineer, Frank Kay; Vice-President-General Manager, Harry Jackson;

Leadership

ALLIED

Electrical Transcriptions for Ten Years

ALLIED RECORD MFG. COMPANY

1041 NORTH LAS PALMAS AVE.
HOLLYWOOD 38, CALIFORNIA
HOLLYWOOD 5107

☆

601 EARLE THEATRE BUILDING
WASHINGTON 4, D. C.
EXECUTIVE 3792

RADIODISC

SERVICES OFFERED: Transcription, off-the-air recordings, pressings, studio facilities.

•

General Broadcasting System

Rockefeller Bldg., Cleveland, Ohio. Phone, Prospect 4900. (For detailed information see listing under Program Producers).

•

General Sound Corp.

29 West 57th St., New York, N. Y. Phone, PLaza 3-3015. (For detailed information see listing under Program Producers).

•

Harry S. Goodman Radio Productions

19 East 53rd St., New York, N. Y. Phone, WIckersham 2-3338. (For detailed information see listing under Program Producers).

Donald C. Hallenbeck

562 Broadway, Albany, N. Y. Phone, 3-7724. Owner, Donald C. Hallenbeck; SERVICES OFFERED: Studio recordings, transcriptions, offi-the-air recordings.

•

George Heid Productions

1005 Century Bldg., Pittsburgh, Pa. Phone, GRant 3696. (For detailed information see listing under Program Producers).

•

William F. Holland Agency

Hotel Sinton, Cincinnati, Ohio. Phone, Main 3450. (For detailed information see listing under Program Producers).

•

Hollywood Recording Co.

1731 N. Highland Ave., Hollywood, Calif. Phone, Gladstone 2191. Owner-



Technician, John Hirsch. SERVICES OFFERED: Recording service, air-checks, line-checks, transcriptions.

•

Hollywood Transcriptions

4918 Santa Monica Blvd., Los Angeles, 27, Calif. Phone, Normandie 2-3889. Partnership, J. Elmer Keefer and Robert E. Morris. SERVICES OFFERED: Transcribed Programs and Producing.

•

Kasper-Gordon Studios, Inc.

140 Boylston St., Boston 16, Mass. Phone, Devonshire 7357. (For detailed information see listing under Program Producers.)

•

John Keating

616 Studio Bldg., Portland 5, Ore. Phone, Beacon 1009. Owner, John Keating; Manager, James McLoughlin. SERVICES OFFERERD: Recordings, transcriptions.

•

Kermit-Raymond Corporation

745 Fifth Ave., New York, N. Y. Phone, ELdorado 5-5511. (For detailed information see listing under Program Producers).

•

C. P. MacGregor

729 S. Western Ave., Hollywood, Calif. Phone, FItzroy 4191. (For detailed information see listing under Program Producers).

•

McDonald Recording & Engineering Service

415 N. Harper St., Los Angeles, Calif. Phone, Wyoming 0302. Manager, Clifford C. McDonald; Engineer, M. Hamilton Collins. SERVICES OFFERED: Recording, transcriptions, air-checks, recording studios.

•

Mercury Recording Studios

232 E. Erie St., Chicago, Ill. Phone, DElaware 4786. (For detailed information see listing under Program Producers).

•

Fred C. Mertens & Associates

849 Gramercy Drive, Los Angeles 5, Calif. Phone, Drexel 9031. (For detailed information see listing under Program Producers).

•

Charles Michaelson Radio Transcriptions

67 West 44th St., New York, N. Y. Phone, MUrray Hill 2-3376. (For detailed information see listing under Program Producers).

•

Mid-West Transcriptions, Inc.

4835 Minnetonka Blvd., St. Louis Park, Minn. Phone, Walnut 9131. President, H. D. Field; Manager-Recording Engineer, K. L. Seuker. SERVICES OFFERED: Custom-built programs, complete transcription service, programs, scripts, talent, production.

•

Miller Broadcasting System, Inc.

113 West 57th St., New York, N. Y. Phone, CIrcle 6-0141. President, James A. Miller; Secretary-Assistant Treasurer, E. B. McCutcheon. BRANCH OFFICE: 7000 Santa Monica Blvd., Hollywood, Calif. Phone, HIllside 4929. SERVICES OFFERED: Program production, Millertape recording and editing, wax and instantaneous recording.

•

Muzak Transcriptions, Inc.

151 West 46th St., New York, N. Y. Phone, BRyant 9-1247. (For detailed information see listing under Program Producers).

•

NBC Radio-Recording Division

Radio City, New York, N. Y. Phone, CIrcle 7-8300. Vice-President, C. Lloyd Egner; Business Mgr. and Eastern Sales

Manager, Robert W. Friedheim; Assistant Sales Manager, Willis B. Parsons; Program Manager, Morris W. Hamilton; Thesaurus Program Mgr., Norman L. Cloutier; Office Manager, Henry P. Hayes. BRANCH OFFICES: Merchandise Mart, Chicago, Ill. Phone, Superior 8300. Manager, Frank E. Chizzini; Sunset and Vine Sts., Hollywood, Calif. Phone, HOllywood 6161. Trans-Lux Bldg., Washington, D. C. Phone, Republic 4000. Manager, E. William Young. SERVICES OFFERED: NBC Thesaurus Program Library, custom-built programs, simultaneous recordings of network and studio programs, recording service for advertisers and agencies, syndicated recorded programs, reference or audition recordings, NBC Orthacoustic transcriptions.

•

Eugene O'Fallon, Inc.

Albany Hotel, Denver, Colo. Phone, Keystone 0178. Manager, Gene O'Fallon; Director, Frank Bishop. SERVICES OFFERED: Lateral transcriptions.

Transcription Services

★MODERN HIGH-FIDELITY RECORDING EQUIPMENT . . . . . .

★AIR-CHECKS, LINE-CHECKS STUDIO TRANSCRIPTION PROCESSING AND PRESSING

★24-HOUR SERVICE . . . . . .

★ACOUSTICALLY CORRECT STUDIOS

★COMPLETE SOUND EFFECT SERVICE

★MOBILE TRUCK UNITS AVAILABLE FOR "ON THE SCENE" RECORDING

RADIO NEWS REEL
RECORDING DIVISION
KMTR RADIO CORP.
1000 CAHUENGA BLVD. HOLLYWOOD, CALIF.
HI-1161

Pearl-Tone Recording Studios

309 Plymouth Bldg., Des Moines 9, Ia. Phone, 3-3626. Proprietor, Sidney J. Pearlman; Recorder, Milton R. Grady; Control Operator, William Green; Production, Rose Adler; Music, Helen Gale. SERVICES OFFERED: Air-checks, recording, dubbing, transcriptions.

•

Peterson Radio Productions

1457 Broadway, New York 18, N. Y. Phone, WIsconsin 7-0069. (For detailed information see listing under Program Producers).

•

Ralph L. Power

405-7 I. N. Van Nuys Bldg., Los Angeles 14, Calif. Phone, Madison 5617. Owner, Ralph L. Power. SERVICES OFFERED: Exporter and importer of transcribed programs.

DECCA

Offers Complete

Transcription Service

- Studio facilities
- Technical advice
- Transcription of all types
- Slide film recordings
- Processing
- Pressing
- Packing and shipping

Consult us about cost estimates

EDWARD STRAUSS, Mgr.
Transcription Division

DECCA RECORDS, INC.
50 W. 57th ST. . . NEW YORK CITY
CO. 5-2300

Premier Radio Enterprises, Inc.

1218 Olive St., St. Louis, Mo. Phone, Garfield 3395. (For detailed information see listing under Program Producers).

•

George Logan Price, Inc.

946 South Normandie Ave., Los Angeles 6, Calif. Phone, FEderal 7372. (For detailed information see listing under Program Producers).

•

Radio Centre, Limited

74 Wellington St., West, Toronto, Ont., Canada, Phone, Waverly 2036. (For detailed information see listing under Program Producers).

•

Radio Features of America

37 West 46th St., New York 19, N. Y. Phone, BRyant 9-9622. (For detailed information see listing under Program Producers).

•

Radio News Reel

Radio Recording Division
KMTR Radio Corp.

1000 Cahuenga Blvd., Hollywood 28, Calif. Phone, Hillside 1161. Gen. Mgr., K. O. Tinkham; Recording Manager, Lyman M. Smith; Engineer, Edwin A. Lipps; Asst. Engineer, Fred Vanderhurst. SERVICES OFFERED: Transcriptions, studio and field mobile units.

•

Radio Producers of Hollywood

930 North Western Ave., Hollywood, Calif. Phone, Hollywood 6506. (For detailed information see listing under Program Producers).

•

Radio Programme Producers

1440 St. Catherine St., West, Montreal, Que., Canada. Phone, Marquette 1182. (For detailed information see listing under Program Producers).

Radio Recorders, Inc.

7000 Santa Monica Blvd., Hollywood, Cal. Phone, HOllywood 3917. President, F. H. Winter; Vice-President, J. C. Brundage; Secretary, L. D. Minkler; Treasurer, Ernest Dummel; Sales and Production Manager, J. J. Sameth. SERVICES OFFERED: Transcriptions, recording service.

•

Radio Recording Studios

1244 Carmen Ave., Chicago, Ill. Phone, Edgewater 6461. Owner-Manager, Myron Bachman. SERVICES OFFERED: Off-the-air recordings, instantaneous recordings, portable recordings.

•

Radio Recording Studios

1619 Broadway, New York 19, N. Y. Phone, COlumbus 5-9037. Manager, A. Moran. SERVICES OFFERED: Off-the-air recordings, recordings at the studio, electrical transcriptions.

•

RCA-Victor Division, Radio Corporation of America

155 East 24th St., New York, N. Y. Phone, MUrray Hill 4-6200. Manager, Studio & Recording Service, Edith H. Bell. BRANCH OFFICES: 445 N. Lake Shore Drive, Chicago, Ill. Phone, Delaware 4774. Manager, A. E. Hindle; 1016 North Sycamore Ave., Hollywood, Calif. Manager, Harry Meyerson; Front & Cooper Sts., Camden, N. J.

•

Rec-Art Studios

1203 S. Main St., Los Angeles, Calif. Phone, PRospect 9232. General and Recording Manager, Al Nazareth; Musical Director, A. Norman; Production Manager, Helen Thayer. SERVICES OFFERED: Recordings, transcriptions, production, building of live and transcribed programs.

•

Reeves Sound Studios, Inc.

1600 Broadway, New York, N. Y. Phone, CIrcle 6-6686. President, Hazard

E. Reeves; Secretary-Assistant to President, Patricia Greenhouse; Chief Engineer, Lyman J. Wiggin; Studio Manager, Chester L. Stewart; Production Engineers, Richard Vorisek, Ralph Epstein; Chief Shop Engineer, Karl Vogel; Bookkeeper, Katherine Collins. SERVICES OFFERED: Electrical transcriptions, phonograph records, off-the-air recording, location, recording, film synchronizing.

•

Robinson Recording Laboratories

35 S. Ninth St., Philadelphia, Pa. Phone, Walnut 6800. (For detailed information see listing under Program Producers).

•

Rockhill Radio, Inc.

18 East 50th St., New York, N. Y. Phone, ELdorado 5-1860. (For detailed information see listing under Program Producers).

•

Roth & Berdun Recording Studios

4464 Cass Ave., Detroit, Mich. Phone, Temple 12552. Director-Engineer, Charles Roth; Engineer, James C. Young. SERVICES OFFERED: Transcriptions, off-the-air and studio recordings.

•

G. Schirmer, Inc.

3 East 43rd St., New York, N. Y. Phone, MUrray Hill 2-8100. President, Carl Engel; Secretary, Gustave Schirmer; Chief Recording Engineer, R. V. Hyndman; Recording Engineer, J. W. Aufricht; Accompanist - Coach, Vicki Crandall. SERVICES OFFERED: Transcriptions, spot announcements, audition recording, off-the-air and studio transcriptions, processing, commercial records, recording.

•

Joseph C. Schramm Studios

4000 Canal St., New Orleans, La. Phone, Galvez 5914. (For detailed information see listing under Program Producers).

Sellers, Inc.

912 Commerce St., Dallas, Texas. Phone, C-5978. (For detailed information see listing under Program Producers).

•

Service Programs

535 Fifth Ave., New York 17, N. Y. Phone, MUrray Hill 6-3489. (For detailed information see listing under Program Producers).

•

Edward Sloman Productions

300 S. McCadden Pl., Los Angeles 5, Calif. Phone, Walnut 6813. (For detailed information see listing under Program Producers).

•

Harry Smith Recordings

2 West 46th St., New York, N. Y. Phone, MEdallion 3-2996. Owner-Recording Engineer, Harry Smith; Manager, Robert E. Scheuing. SERVICES OFFERED: Transcription, air checks, off-the-air and studio recordings, commercial records and portable recording facilities.

•

Sonora Radio & Television Corp.

730 Fifth Ave., N. Y. C. M. Ruebens, Recording Div., Milton Benjamin, Eastern Sales Manager, Sonora Record.

•

Sound Recording Service

76 Brookwood Rd., Rochester 10, N. Y. Phone, Culver 5548. Manager, George S. Driscoll. SERVICES OFFERED: Broadcast and audition recordings and transcriptions, air-checks.

•

Sound Studios Incorporated

1124 Vermont Ave., Washington, D. C. Phone, Republic 1984. (For detailed information see listing under Program Producers).

•

The Sound Workshop

445 S. La Cienaga Blvd., Hollywood 36, Calif. Phone, Bradshaw 2-1233. Owner, Robert E. Grey. SERVICES OFFERED: All types of recording service, program

production, syndicated transcriptions, phonograph records. (For detailed information, see listing under Program Producers.)

•

Speak-O-Phone Recording & Equipment Co.

23 West 60th St., New York, N. Y. Phone, COlumbus 5-1350. Secretary, R. L. Lee; General Sales Manager, C. A. Austin. SERVICES OFFERED: Manufacture of recording and reproducing equipment for radio stations, advertising agencies, etc.

•

Standard Radio

6404 Hollywood Blvd., Hollywood, Cal. Phone, HIllside 0188. Partner, Gerald King; Production Manager, Jack Richardson. BRANCH OFFICES: 360 No. Michigan Ave., Chicago, Ill. Phone, State 3153. Partner, M. M. Blink; Sales Manager, Alex Sherwood; 45 West 45th St., New York, N. Y. Phone, BRyant 9-4324. Manager, Herbert Rosen; P. O. Box 933, Dallas, Texas. Manager, Herbert Denny. SERVICES OFFERED: Library, sound effects library, transcriptions.

•

Studio & Artists Recorders

CBS Bldg., Hollywood, Calif. Phone, HIllside 8241. General Manager, Lewis Finston; Engineers, Jerry Hayman, Lennie Mack; Assistant Manager, Ira W. Case. SERVICES OFFERED: Studio recordings, air-checks, line-checks, transcriptions.

•

Transcribed Radio Shows, Inc.

2 West 47th St., New York, N. Y. Phone, LOngacre 5-3440. (For detailed information see listing under Program Producers).

•

Transtudio Corp.

473 Virginia St., Buffalo, N. Y. Phone, Cleveland 1160. (For detailed information see listing under Program Producers).

•

United Broadcasting Co.

201 North Wells St., Chicago, Ill. Phone, Andover 1685. Director, William L. Klein; Commercial Manager, Egmont Sonderling; Chief Engineer, Zack Yates. SERVICES OFFERED: Transcriptions, studio program production, off-the-air and off-the-line recordings, mobile recordings.

•

United States Recording Co.

1121 Vermont Ave., N. W., Washington, D. C. Phone, District 1640. (For detailed information see listing under Program Producers).

•

United Transcribed System

14 McCaul St., Toronto, Ont., Canada. Phone, Adelaide 5112. President, John H. Part. SERVICES OFFERED: Transcriptions, phonograph records, scripts, production.

•

Universal Recording Co., Inc.

1270 Sixth Ave., New York, N. Y. Phone, CIrcle 5-4895. General Manager, Gordon Butler. SERVICES OFFERED: Transcriptions; off-the-air; off-the-line and studio recordings.

•

Urab Recording Studios

245 West 34th St., New York, N. Y. Phone, CHickering 4-3314. Business Manager, Miss Marianne; Musical Director, Mark Rubens; Executive Director, Jay Alexander; Vocalist, Thelma Baker; Pianist and Vocalist, Jack Allyn. REPRESENTATIVE: Calvin E. Green, 3528 Wentworth Ave., Chicago, Ill. SERVICES OFFERED: Recordings, song writing services.

•

Thomas Valentino, Inc.

1600 Broadway, New York, N. Y. Phone, CIrcle 6-4675. (For detailed information see listing under Program Producers).

•

Videor Productions

P. O. Box 517, Omaha, Nebr. Phone, Ha. 6446. (For detailed information see listing under Program Producers).

Webber Radio Programs

401 Shops Bldg., Des Moines, Ia. Phone, Des Moines 2-1465. Owner-Manager, George W. Webber. SERVICES OFFERED: Transcriptions and recordings.

•

Witte Radio Productions

1064 S. Genesee, Los Angeles 35, Calif. Phone, Webster 8716. (For detailed information see listing under Program Producers).

•

World Broadcasting System, Inc.

711 Fifth Ave., New York, N. Y. Phone, WIckersham 2-2100. (For detailed information see listing under Program Producers).

•

Wright-Sonovox, Inc.

180 N. Michigan Ave., Chicago, Ill. Phone, Franklin 6373. President, James L. Free; Manager, Harry E. Stewart. BRANCH OFFICES: Free & Peters, Inc., Sonovox Division, 444 Madison Ave., New York, N. Y. Phone, PLaza 5-4130. Vice-President, H. Preston Peters; Manager, William A. Chalmers, 1522 N. Gordon St., Hollywood, Calif. Phone, Hillside, 1545. Manager, Hal W. Hoag. SERVICES OFFERED: Licensing of performance rights of Sonovox talking and singing sound under United States and foreign patents.

•

Frederic W. Ziv, Inc.

2436 Reading Road, Cincinnati, Ohio. Phone, University 6124. (For detailed information see listing under Program Producers).

•

Keystone Broadcasting System, Inc.

580 Fifth Avenue

New York, N. Y.
Phone, LOngacre 3-2221

Officers & Directors

President.....Michael M. Sillerman
Vice-President .....Arthur Wolf
Vice-President .....William Wolf
Secretary-Treasurer.....Sidney J. Wolf

Offices

580 Fifth Ave., New York, N. Y.
Phone, LOngacre 3-2221

President.....Michael M. Sillerman
Director of Station Relations,
Mort Adams

Sales & Promotion Consultant
Alvin Austin
Continuity .....Wilva Davis
Office Manager.....R. Seale
Account Executive .....Albert F. Dykes
Account Executive .....Noel Rhys

134 North La Salle St.
Chicago, Ill.
Phone, State 4590

Secretary-Treasurer . . . Sidney J. Wolfe
Accountant-Statistician,
Elizabeth Mueller
Sales Manager.....Naylor Rogers

6331 Hollywood Blvd.
Hollywood, Calif.
Phone, Hempstead 0460

Program Director .....Sylvia Young
Continuity .....Dean Owen

SERVICES OFFERED: Keystone Broadcasting System is a transcription network principally covering secondary markets from coast to coast. Its affiliated stations are joined together in a national system by means of transcriptions, eliminating wire charges. At time of going to press, the network includes 200 affiliated stations. The Net work supplies its stations with 84 fully scripted sustaining shows per week filling 4 hours per day, seven days each week, to a total of twenty-eight hours per week.

This is the only national, full-sized network in the United States offering national radio advertisers the opportunity to cover the secondary markets intensively by means of electrical transcription in a single transaction.

The System offers its facilities in blocks of time from one hour down to fifteen minute periods, and also makes available spot periods of five minutes duration down to twenty-five word "chain breaks."

LIBRARIES

Scripts, Dramatic, Musical, Sound Effects

Associated Music Publishers, Inc.

25 West 45th St., New York, N. Y. Phone, BRyant 9-0845. Transcription. (For detailed information see listing under Program Producers).

•

Patrick Michael Cunning Productions

6530 Sunset Blvd., Hollywood, Calif. Phone, HIllside 5915. Script and Transcription. (For detailed information see listing under Program Producers).

•

Kasper-Gordon Studios, Inc.

140 Boylston St., Boston 16, Mass. Phone Devonshire 7357. Transcription. (For detailed information see listing under Program Producers.)

•

Kermit-Raymond Corporation

745 Fifth Ave., New York, N. Y. Phone, ELdorado 5-5511. Script and transcription. (For detailed information see listing under Program Producers).

•

Lang-Worth Feature Programs, Inc.

420 Madison Ave., New York, N. Y. Phone, ELdorado 5-1620. President, C. O. Langlois; Vice-President, W. M. O'Keefe. SERVICES OFFERED: Syndicated transcribed programs for regional and local advertisers. Producers of Lang-Worth Planned Program Service, a library of music in transcription form.

C. P. MacGregor

729 S. Western Ave., Hollywood, Calif. Phone, Fitzroy 4191. Transcription. (For detailed information see listing under Program Producers).

•

Charles Michaelson

67 West 44th St., New York, N. Y. Phone, MUrray Hill 2-3376. Script and transcription. (For detailed information see listing under Program Producers).

•

NBC Radio-Recording

Radio City, New York, N. Y. Phone, CIrcle 7-8300. Transcription. (For detailed information see listing under Program Producers).

•

George Logan Price, Inc.

946 South Normandie Ave., Los Angeles 6, Calif. Phone, FEderal 7372. Script. (For detailed information see listing under Program Producers).

•

The Script Library

535 Fifth Ave., New York 17, N. Y. Phone, MUrray Hill 6-3487. Station Contact, Martin Lawrence. SERVICES OFFERED: Script.

•

Standard Radio

6404 Hollywood Blvd., Hollywood, Cal. Phone, Hillside 0188. (For detailed information see listing under Transcription Companies.)

•

Frederic W. Ziv, Inc.

2436 Reading Road, Cincinnati, Ohio. Phone, University 6124. Transcription. (For detailed information see listing under Program Producers).

MANAGERS and AGENTS

Addresses and Telephone Numbers of Those Who Handle Talent in New York, Los Angeles and Chicago

☆ NEW YORK ☆

Agneta, Nicholas T.
9 Rockefeller Plaza.....COlumbia 5-2142

Allen, Charles H.
RKO Bldg. .....CIrcle 7-4124

Amusement Artists, Inc.
565 Fifth Ave.....PLaza 3-2195

Appell, James
400 Madison Ave.....PLaza 3-7840

Batchelor Enterprises, Inc.
30 Rockefeller Plaza.....CIrcle 6-4224

Bentham, M. S.
48 West 48th St.....BRyant 9-1227

Bestry, Harry
1776 Broadway.....CIrcle 6-7094

Bloom, Joseph
19 West 44th St.....VAnderbilt 6-5080

Briscoe & Goldsmith, Inc.
522 Fifth Ave.....MUrray Hill 2-6244

Brown, Chamberlain
145 W. 45th St.....BRyant 9-8480

Brown, Curtis-Collins, Alan, Inc.
347 Madison Ave.....MUrray Hill 6-6170

Chapman, Bruce & Co.
145 West 41st St.....WIsconsin 7-1183

Chase, Cleveland B., Inc.
424 Madison Ave.....ELdorado 5-1720

Collins, Ted
1819 Broadway.....CIrcle 7-0094

Columbia Concerts, Inc.
113 W. 57th St.....CIrcle 7-6900

Consolidated Radio Artists, Inc.
30 Rockefeller Plaza.....COlumbus 5-3580

Crosby, Everett, Ltd.
1270 Sixth Ave.....CIrcle 6-3860

Downey, Wallace, Inc.
1629 Broadway.....CIrcle 6-4684

Dube, Harry S.
1270 Sixth Ave. .....COlumbus 5-7035

Evans & Salter
113 W. 57th St.....CIrcle 7-6900

Fadiman Associates
1501 Broadway.....LAckawanna 4-3544

Fanchon & Marco, Inc.
133 West 50th St.....CIrcle 7-5630

Forkins, Marty
1564 Broadway.....BRyant 9-0766

Foyer, Bernie
1674 Broadway .....COlumbus 5-1930

Frederick Bros. Artists Corp.
RKO Bldg.....CIrcle 6-2144

Gale, Inc.
48 W. 48th St.....LOngacre 3-0350

General Amusement Corp.
RKO Bldg. .....CIrcle 7-7550

Gernannt, William
521 Fifth Ave.....VAnderbilt 6-1750

Getts, Clark H.
Waldorf-Astoria Hotel.....PLaza 3-9005

Glaser, Joe, Inc.
30 Rockefeller Plaza.....CIrcle 7-0862

Haensel & Jones
113 W. 57th St.....CIrcle 7-6900

Hahlo, Sylvia
145 W. 58th St. .....CIrcle 7-7440

Hanna, Mark
654 Madison Ave.....REgent 4-6250

Hayward, Leland, Inc.
444 Madison Ave.....ELdorado 5-4100

Hesse & McCaffrey
501 Madison Ave.....ELdorado 5-1076

Hurok Attractions, Inc.
711 Fifth Ave.....PLaza 3-0820

Karn, Estella H.
56 West 45th St.....VAnderbilt 6-3860

Kaufman, Jesse L., Inc.
1841 Broadway.....COlumbus 5-2050

Kerr, Bob
41 W. 53rd St.....COlumbus 5-8051

Leddy, Mark
48 W. 48th St.....BRyant 9-1631

Lengel, William C., Literary Associates
1860 Broadway.....CIrcle 5-5282

Lipset, Ben B., Inc.
1350 Broadway .....CHickering 4-2466

Lyons, A. & S., Inc.
515 Madison Ave.....PLaza 3-5181

Management Corp. of America
745 Fifth Ave.....WIckersham 2-8900

Metro Artist Bureau
1650 Broadway .....CIrcle 7-2829

Michaud, A. T.
730 Fitfh Ave.....CIrcle 5-5480

Mills Artists, Inc.
1619 Broadway .....CIrcle 6-1566

Morris, William, Agency
1270 Sixth Ave.....CIrcle 7-2160

Morrison, Leo, Inc.
1776 Broadway.....CIrcle 7-6413

Moses, John, Inc.
730 Fifth Ave.....CIrcle 6-2677

Music Corporation of America
745 Fifth Ave.....WIckersham 2-8900

National Concert & Artists Corp.
711 Fifth Ave.....PLaza 3-0820

National Radio Artists
1650 Broadway .....CIrcle 7-3071

National Radio & Theatrical Bureau
1650 Broadway .....COlumbus 5-7131

North, Meyer B.
1564 Broadway.....BRyant 9-8667

O'Connor, Johnny
1697 Broadway.....CIrcle 6-3500

Okun, Lilian, Inc.
15 Central Park West.....COlumbus 5-0060

Oxley, Harold
17 East 49th St.....ELdorado 5-3500

Popular Concerts Guild
30 Rockefeller Plaza.....COlumbus 5-8051

Record Concerts Corp.
202 W. 58th St.....CIrcle 6-6085

Romm, Harry A., Inc.
1270 Sixth Ave.....CIrcle 7-7550

Roth, Allen
48 W. 48th St.....LOngacre 3-3836

Rubinoff Orchestras
1501 Broadway .....LAckawanna 4-7147

Salkow Agency
366 Madison Ave.....MUrray Hill 2-6119

Selznick, Myron, Ltd. of N. Y.
630 Fifth Ave.....CIrcle 7-6201

Shaffer-Waible Radio Productions
55 W. 46th St.....BRyant 9-2682

Shank, Mary L.
1619 Broadway.....COlumbus 5-1332

Shurr, Louis
1501 Broadway.....CHickering 4-8240

Souvaine, Henry, Inc.
30 Rockefeller Plaza.....CIrcle 7-5666

Special Attractions, Inc.
48 W. 48th St.....BRyant 9-8366

Stix, Thomas L.
30 Rockefeller Plaza.....CIrcle 7-269C

Tyro Productions
1697 Broadway .....COlumbus 5-373?

Vallee, Rudy, Orchestra Units Corp.
9 Rockefeller Plaza .....CIrcle 7-262C

Vallon, Mike
1270 Sixth Ave.....CIrcle 7-0162

WGN Concert & Artist Bureau
745 Fifth Ave.....PLaza 3-8034

Waible, Fred
55 W. 46th St.....BRyant 9-2682

Wilson, Roy (Wilson, Powell & Hayward)
444 Madison Ave.....PLaza 5-5480

Wimbish, Paul C.
21 W. 58th St.....WIckersham 2-3600

Wolf Associates, Inc.
1270 Sixth Ave.....CIrcle 7-4885

World Talent Bureau, Inc.
711 Fifth Ave.....WIckersham 2-2100

Yost, Ben, Inc.
1650 Broadway.....CIrcle 6-6533

Zucker, Stan
501 Madison Ave.....PLaza 3-4677

☆ LOS ANGELES ☆

American Federation of Radio Artists
6331 Hollywood Boulevard.....HIllside 5121

Arnow, Samuel
8949 Sunset Boulevard.....CRestview 6-6085

Artists' Managers Guild
7046 Hollywood Blvd.....GLadstone 7101

Bachmann & Co.
8511 Sunset Boulevard.....CRestview 6-4168
CRestview 6-3196

Bergerman, Stanley & Co.
9629 Brighton Way (Beverly Hills)

Berg-Allenberg, Inc.
121 South Beverly Drive (Beverly Hills)
CRestview 6-3131

Beyer, Charles
1680 N. Vine Street.....HIllside 2125

Blum, Myrt
360 N. Camden Drive (Beverly Hills)
CRestview 6-7071

Bran, Mary (International Artists Bureau Agency)
8834 Sunset Boulevard.....CRestview 6-1184

Browne, Flo-Jan Grippo
8905 Sunset Boulevard.....CRestview 1-5209

Burton, Bill
Knickerbocker Hotel .....GLadstone 3171

Carol, Sue, Inc.
9006 Sunset Boulevard.....CRestview 1-8151

Conlon, Tom, Agency
8734 Sunset Boulevard.....CRestview 1-5181

Cooley, Hallam, Agency
9111 Sunset Boulevard.....CRestview 5-6161

Consolidated Radio Service
5314 Melrose Avenue.....GLadstone 1929

Crosby, Everett, N., Ltd.
9028 Sunset Blvd.....CRestview 1-1171

Dolan, Ken
8905 Sunset Boulevard.....CRestview 1-9185

Ettinger, Margaret
1626 N. Vine Street.....HIllside 2141

Feldman-Blum
9441 Wilshire Boulevard (Beverly Hills)
CRestview 1-5222

Fleck, William, Agency
8820 Sunset Boulevard.. BRadshaw 2-3655

Fizdale, Tom, Inc.
1509 N. Vine Street.....HOllywood 7363

Fralick, Freddie, Agency
204 S. Beverly Dr. (Beverly Hills)
CRestview 5-6111

Frank, George, Inc.
1626 N. Vine St.....HIllside 3188

Frederick Bros. Artists Corp.
8584 Sunset Boulevard.....CRestview 1-6244

General Amusement Corp.
9028 Sunset Boulevard.....CRestview 1-8101

Goldstone, Nat C. (Walter Meyers Artists Bureau)
9121 Sunset Boulevard.....CRestview 6-1071

Hamilburg, Mitchell, Jr.
9130 Sunset Blvd.....CRestview 1-5108

Hayward-Deverich, Inc.
9200 Wilshire Blvd. (Beverly Hills)
CRestview 1-5151

Henry, Edd
8627 Sunset Boulevard.....CRestview 1-5296

Herdan, George S.
9157 Sunset Boulevard.....CRestview 5-0135

Herstein, Mark, Agency
9028 Sunset Boulevard.....CRestview 6-7784

Herzbrun, Walter, Agency
9000 Sunset Blvd.....CRestview 6-4157

Irwin, Lou
9134 Sunset Blvd.....CRestwood 1-7131

Jaffe, Sam, Agency
8555 Sunset Boulevard.....CRestview 6-6121

Kane-Armstrong Agency
8584 Sunset Blvd.....CRestview 6-2396

Kempner, Alex., Inc.
8611 Sunset Boulevard.....CRestview 5-0104

Kingston, Al, & Co., Inc.
8582 Sunset Boulevard.....CRestview 1-8161

Kline, Howard
8776 Sunset Boulevard.....CRestview 6-7055

Kohner, Paul, Inc.
9169 Sunset Boulevard.....CRestview 1-5165

Kramer, Earl, Agency
204 S. Beverly Drive (Beverly Hills)
CRestview 6-2338

Lance, Leon O.
8820 Sunset Boulevard.....CRestview 6-6014

Levee, M. C.
1300 N. Crescent Heights Blvd..GLadstone 3117

Lyons, A. and S., Inc.
356 N. Camden Drive (Beverly Hills)
CRestview 1-6131

MacArthur, Arthur
1680 N. Vine Street.....Hempstead 3227

MacQuarrie Agency
8905 Sunset Blvd.....CRestview 6-7162

MCA Artists, Ltd.
9300 Burton Way (Beverly Hills)
CRestview 6-2001

Mann, Gene—Jess Smith, Inc.
8949 Sunset Boulevard.....CRestview 1-1135

Marshall, Reginald D.
Cross Roads of the World....HOllywood 5173

Marx, Bert
8949 Sunset Boulevard.....CRestview 1-7171

Marx, Zeppo, Inc.
8732 Sunset Boulevard.....CRestview 6-4161

McCormick, John, Inc.
9730 Wilshire Boulevard (Beverly Hills)
CRestview 1-6181

Meyer, Art, Agency
9615 Burton Way (Beverly Hills)
CRestview 5-7865

Mills Arts, Inc.
8746 Sunset Boulevard.....CRestview 1-5197

Monter-Gray, Inc.
8736 Sunset Boulevard.....CRestview 1-1191

Morris, William, Agency
202 N. Canyon Drive (Beverly Hills)
CRestview 1-6161

Morrison, Leo, Inc.
204 S. Beverly Drive (Beverly Hills)
CRestview 1-9191

Music Corporation of America
9300 Burton Road (Beverly Hills)
CRestview 6-2001

National Concert & Artists Corp.
Sunset Blvd. and Doheny St...CRestview 1-7121

Norwood, Harry
6425 Hollywood Boulevard.....GRanite 2211

Orsatti Agency
9130 Sunset Boulevard.....CRestview 6-6241

Rubens, Maurie
7063 Sunset Boulevard.....GRanite 6930

Rush, Art
205 S. Beverly Drive (Beverly Hills)
CRestview 1-2165

Salkow Agency
9111 Sunset Boulevard.....CRestview 1-9134

Saphier, James
6331 Hollywood Boulevard....HOllywood 7211

Selznick, Myron & Co., Inc.
9700 Wilshire Blvd. (Beverly Hills)
CRestview 1-9171

Shagrin, Max, Agency
6253 Hollywood Boulevard.....GRanite 5171

Shauer, Melville A.
9120 Sunset Boulevard.....CRestview 1-1103

Sherman, Edward, Agency
9441 Wilshire Boulevard (Beverly Hills)
CRestview 5-0186

Sherry Allen Agency
1533 Cross Roads of the World..HIllside 4-698

Shurr, Louis Inc.
327 W. Radio Drive (Beverly Hills)
CRestview 1-1116

Silber, Arthur
8532 Sunset Boulevard.....CRestview 1-2184

The Small Co.
8272 Sunset Blvd. .....HOllywood 2722

Stempel, Frank, Agency
8736 Sunset Blvd.....CRestview 6-5774

Stewart, Rosalie
6523 Hollywood Blvd.....HOllywood 7234

Thompson, David H.
9165 Sunset Boulevard.....CRestview 1-2188

Ullman, George, S.
8979 Sunset Boulevard.....CRestview 1-5669

Underwood, Cecil
1680 N. Vine Street.....GRanite 7186

Vallee, Rudy, Presents, Inc.
8820 Sunset Boulevard.....CRestview 1-5169

Vincent, Frank W.
242 N. Canon Drive (Beverly Hills)
CRestview 6-2042

Volck, A. George, Inc.
9441 Wilshire Boulevard (Beverly Hills)
CRestview 6-3121

Woolfenden, Bill, Inc.
9730 Wilshire Boulevard (Beverly Hills)
CRestview 1-6181

Wurtzel, Harry, Inc.
8979 Sunset Boulevard.....CRestview 1-6244

☆ CHICAGO ☆

Norman Alexandroff Artists' Bureau
410 S. Michigan Ave.....WABash 6762

Benn Theatrical Agency
64 West Randolph St.....DEArborn 9550

Brown, Vic
221 N. La Salle St.....STate 3310

Chicago Artists Bureau
1533 N. Clark St.....WHItehall 8480

Columbia Concerts, Inc.
Wrigley Bldg. .....SUPerior 2542

Consolidated Radio Artists, Inc.
333 N. Michigan Ave.....FRAnklin 8300

Edwards, Gus
410 N. Michigan Ave.....DELaware 5526

Ellsworth, W. M.
75 East Wacker Drive.....CENtral 0942

Frederick Bros. Artists Corp.
75 E. Wacker Drive.....STAte 0003

General Amusement Corp.
360 N. Michigan Ave.....STAte 6288

Gordoni, Lillian
1258 S. Michigan Ave.....CALumet 1370

Gumbiner Theatrical Enterprises
310 S. Michigan Ave.....WEBster 4543

Herman, Sam
54 W. Randolph St.....STAte 2147

Jack & Jill Players Radio Artists Co.
180 E. Delaware St.....DELaware 7334

Jacky, Fred
520 N. Michigan Blvd.....DELaware 3262

Levin, W. Biggie
612 N. Michigan Ave. .....SUPerior 0506

Lutz, Estelle, Artists Bureau
410 South Michigan Ave.....HARrison 3435

Morris, William, Agency
203 N. Wabash Ave. .....STAte 3632

Morse, Edward M.
203 N. Wabash Ave.....STAte 7344

Morse, Sidney P.
360 N. Michigan Ave.....STAte 6288

Music Corporation of America
430 N. Michigan Ave. .....DELaware 1100

National Concert & Artists Corp.
222 W. No. Bank St.....SUPerior 4042

North, Stanley
310 S. Michigan Ave.....WABash 5595

Parker-Piper Talent Productions
64 E. Lake St.....FRAnklin 3811

Parks, James & Co.
333 N. Michigan Ave.....CENtral 7980

Schuster, Milton
127 North Dearborn.....DEArborn 3633

WGN Concert & Artist Bureau
441 N. Michigan Ave.....SUPerior 0100

WLS Artists Bureau
1230 W. Washington Blvd.....MONroe 9700

World Talent Bureau, Inc.
301 East Erie St.....SUPerior 9114

A · S · C · A · P

By DEEMS TAYLOR

President

THE American Society of Composers, Authors and Publishers enters its thirtieth year as the leading performing rights society in the United States with the resolve, like that of all American institutions, to do whatever is possible within its field of endeavor to aid and promote the war effort. As an unincorporated, non-profit, voluntary association, the Society's principal war activities lie within the field of morale.

Last June Ascap sponsored a memorial concert at Carnegie Hall in behalf of the late Sergei Rachmaninoff, for twenty-five years a distinguished member of the Society. The concert featured the music of the great Rachmaninoff, and was played by the Philharmonic-Symphony Orchestra under the baton of Howard Barlow and Frank Black, two of our foremost American conductors. Fritz Kreisler played violin obligati to three Rachmaninoff arias, which were sung by James Melton, the radio, concert and opera star. At the conclusion of these arias Mr. Kreisler, in a touching gesture of affection and respect for his old friend, took the first violinist's chair in the orchestra for the playing of the "Vocalise." The program ended with a performance of Rachmaninoff's Second Piano Concerto, played by the orchestra and the talented young pianist, Sergeant Eugene List. The proceeds from this concert, which amounted to nearly $5,000, were turned over to the Armed Forces Master Records, Inc., an organization which has been faithfully supplying our service men throughout the entire world with good recordings of classical and semi-classical music. The many letters of appreciation which the Society has received from New Zealand, Guadalcanal, North Africa, England, Italy, from isolated posts in Alaska and from men on submarines, testify to the value of this morale work.

At present, the Society, in conjunction with the Los Angeles "Times," is preparing to sponsor a similar series of concerts with the Los Angeles Philharmonic on the West Coast sometime in January. Proceeds from these concerts will also be used to further the work of the Armed Forces Master Records, Inc.

On the Society's Honor Roll are the names of 108 members, as well as 31 men and 4 women employees, who are now serving in the armed forces. We have been fortunate in that so far ASCAP has not lost a single member or employee in the service.

On November 12th the Society presented two phonographs, together with albums of Victor Herbert recordings, to the Liberty Ship Victor Herbert. Capt. Arnt Magnusdal, master of the ship, accepted these gifts on behalf of his crew. The ship was launched last August 22nd as the sixtieth birthday present from the workers of the Wainwright Shipping Yard to Major General Jonathan M. Wainwright, who was taken prisoner by the Japs at Corregidor. A picture of the late Victor Herbert, one of the founders of the Society, has been built into the panel of the captain's quarters of the ship.

During the Third War Bond Drive, which ended October 5th, Ascap was chosen by the Bond Committee as the organization to head the drive in the music business in New York State. Our members purchased $365,950 worth of bonds. Some of the publishing houses had made their reports to the film industry with which they are affiliated and, therefore, did not report to Ascap. Within the organization itself, the Society's employees bought $6,819.80 worth of bonds. The grand total reported to the Treasury was $372,769.80.

•

In the field of radio scripts, which are sent without charge to our licensed stations, Ascap has developed a program called "Marching to Music." This program is based on stories of the unsung men and women who have contributed their small part to the progress of American democracy. In these scripts the four freedoms of democracy are shown to be a living philosophy and to have had a long history in the development of our country. The OWI and other Government bureaus have commended the Society for the excellent job we are doing with those scripts. Many broadcasters report that they have sold these programs to sponsors.

•

From March 1, 1942 to October 1, 1943 the Society elected 243 new writer members and 37 publisher members, which now gives us a total membership of 1,763. In other words, although we are ending our second year of war, the Society as in the past, continues to be a growing organization. With confidence in the ultimate victory of our armed forces, Ascap looks forward to the continued growth and significance of the role which American music will play in the world of tomorrow.

Publisher Members

A B C Music Corporation
A B C Standard Music Publications, Inc.
Berlin, Irv., Standard Mus. Corp.

Abrahams, Maurice, Inc.

Advanced Music Corp.

Ager, Yellen & Bornstein, Inc.

Circle Music Publ., Inc.

Alfred Music Co., Inc.
Feature Music Syndicate
Lowe-Goulston, Inc.
Manus Music Co., Inc.
Piantadosi, Al., Music Publisher
Rosey, Geo., Band & Orch. Catalog.
Schreibman Music Press

Allen, Thornton W., Co.

Allied Music Corp.
(Formerly: Green Bros. & Knight, Inc.)
Green & White, Inc.

Ambassador Music, Inc.
(Formerly: Red Star Songs, Inc.)
Allen & Harrison Music Co.

American Academy of Music

Bloom, Harry, Inc.
Exclusive Pubs., Inc.
Lawrence Music Publishers, Inc.
Milsons Mus. Pub. Corp.

American Music Publishing Co.

American Music Pub. Co.

Am.-Rus Music Co.

Amsco Mus. Pub. Co., Inc.
Amsco Mus. Sales Co., Inc.
Roat, Chas. E., Music Co.
Rolseth Pub. Co.

Apollo Music Co.

Artists Music Corp.

Ascher, Emil, Inc.
Brooks & Denton
Empire Music Co.
Royal Music Co.

Atlas Music Corp.

Axelrod Publications, Inc.

Baron, M., Co.
Baron, M., Inc.
Hill, J. F., & Co., Inc.

Barton Music Corp.

Belwin, Inc.
Berg, S. M.
Cinema Music Co.

Berlin, Irving, Inc.

Bernard, Al, Song Publ.

Best Music, Inc.
Hoymeyer, Chas. W., & Co., Inc.

Birchard, C. C. & Co.

Bloch Publ. Co.

Bond, Carrie Jacobs, & Son

Boston Music Company
Hatch Music Company
Peate Music Co.
Thompson, C. W., Co.

Bregman, Vocco & Conn, Inc.
Donaldson, Douglas & Gumble, Inc.

Briegel, Geo. F., Inc.
Browne, J. A. Music Pub.
Dillon, Carl, Music Co.

Broadway Music Corporation
Artmusic, Inc.
Empire Music Co., Inc.
York Music Co., The

Brooks Music Pub. Co.

Brown & Henderson, Inc.

Caesar, Irving
Caesar, Irving, Inc.

Carmichael Music Publ.
Century Music Pub. Co.
Chappell & Co., Inc.
Chappell-Harms, Inc.
Charling Music Corp.
Church, John, Co., The
Coleman, Robert H.
Composers' Music Corp.
Coslow Music
Courtney, Alan, Music Co.
Crawford Music Corporation
De Sylva, Brown & Henderson, Inc.
Green & Stept
Yellen, Jack, Inc.
Curtis, L. B., Music Pub.
Van Alstyne & Curtis
Dash, Connelly, Inc.
Davis, Joe, Music Co., Inc.
(Formerly Georgia Music Corp.)
Dawson Music Co., Inc.
Denton & Haskins Corp.
Ditson, Oliver, Co., Inc.
Dorsey Brothers Music Inc.
Edition Musicus—N. Y.
Edmonds, Shepard N., Music Publ. Co.
Edwards Music Co.
Elkan-Vogel Co., Inc.
Ensemble Music Press
Evans Music Company
Famous Music Corporation
Feist, Leo., Inc.
Brown, Nacio Herb, Inc.
Loew's, Inc.
Fenner Publ.
Arthur Fields Publications
Fillmore Music House
Fischer, Carl, Inc.
Oxford University Press
Fischer, J., & Bro.
Fisher, Fred, Music Co., Inc.
Fitzsimons, H. T., Company
Flammer, Harold, Inc.
Luckhardt & Belder
Foley, Charles
Foreign & Domestic Music Corp.
Forster Music Publisher, Inc.
Fortune Music, Inc.
Fox, Sam, Publishing Co.
Pallma Music Publishers, Inc.
Galaxy Music Corp.
Gamble Hinged Music Co.
Wulschner Music Co.
Gem Music Corporation
Con Conrad Music Pub., Ltd.
Georgeoff, Evan, Mus. Pub. Co.
Concert Music Publishing Co.
Montrose, F., Mus. Pub. Co.
Gershwin Pub. Corp.
Goodman Music Co., Inc.
Handman & Goodman, Inc.
Handman, Kent & Goodman, Inc.
Universal Music Co., Ltd.
Gordon, Hamilton S., Inc.
Algonquin Pub. Co.
Gordon, Hamilton S., Estate of
Gordon, Hamilton S., Music Pub.
Gordon, S. T., Music Pub.
Gordon, S. T., & Son, Music Publishers
Himan, Alberto, Music Pub.
Wise, Jessie Moore
Wise, William H., & Co.
Gordon, Kaufman & Real, Inc.
Gray, H. W., Company
Hall-Mack Company
Geibel, Adam, Music Co.
Handy Bros. Music Co., Inc.
Harman Music, Inc.
Harms, Inc.
Harms, T. B., Company
Harris, Charles K., Music Pub.
Harvest Songs Co.
Victory Music Co.
Hope Publishing Company
Bigelow-Main-Excell Co.
Excell, E. O., Co.
Tabernacle Pub. Co.
Howard, Joe, Music Pub.
Huntzinger, R. L., Inc.
J. P. Music Co.
Jacobs, Walter, Inc.
Abt, Valentine
Bates & Bendix
Bendix, Theodore
Eby, Walter M.
Farrand, Van L.
Gay, Mace, Catalog
Jaques, Percy
Musiclovers Co.
Partee, C. L., Music Co.
Shattuck, B. E.
Virtuoso Music School
Williams, Ernest S.
Jenkins Music Company
Jewel Music Pub. Co., Inc.
Jones, Isham, Music Corp.
Jungnickel, Ross, Inc.
Kay & Kay Music Pub. Corp.
Franklin, John, Music Co.
Kaycee Music Co., Inc.
(Formerly: Olman Music Corp.)
Down Home Music Co.
Keane, Michael, Inc.
Kendis Music Corporation
King, Charles E.
La Salle Music Publishers, Inc.
(Formerly: Shuster & Miller, Inc.)
Leeds Music Corp.
Leslie, Edgar, Inc.
Lewis Music Pub. Co., Inc.
Lincoln Music Corp.
Capano, Frank, Music Pub.
Loeb-Lissauer, Inc.
Kalmar & Ruby Music Corp.
Lorenz Publishing Co.
Tullar-Meredith Co., Inc.
Ludwig Mus. Pub. Co.
Marlo Music Corp.
Maurice, Peter, Inc.
Mayfair Music Corp.
Davis, Joe, Inc.
Triangle Mus. Pub. Co., Inc.
Melo-Art Music Publishers
Melrose Music Corp.
Melrose Bros. Music Co., Inc.
Mercury Music Corp.
Mileue Music
Miller, Bob, Inc.
Pla-A-Song Co.
Streamline Editions
Miller Music, Inc.
Noble, Johnny
Sherman, Clay & Company
Mills Music, Inc.
American Composers, Inc.
Beck, Mort
Clark, Frank, Mus. Co.
Daly, Joseph, Mus. Pub. Co.
Edwards, Gus, Mus. Pub. Co.
Gordon & Rich, Inc.
Gotham Attucks Mus. Co.
Gotham Mus. Service, Inc.
Jerome, M. K.
Jerome & Schwartz Pub. Co.
Kalmar, Puck & Abrahams Consolidated
Keit Music Corp.
Kornheiser, Phil, Inc.
Lincoln, Harry J., Music Co.
Morse, Theodore, Music Co.
Nelson, Jack, Mus. Co.

Stark & Cowan, Inc.
Stept & Powers, Inc.
Sterling Songs, Inc.
Sunlight Mus. Co., Inc.
United States Music Pub. Co.
Vandersloor Music Pub. Co.
Waterson, Berlin & Snyder, Co.
Waterson, Henry, Inc.
Williams, Harry, Mus. Co.

Morris, Edwin H., & Co., Inc.
(Formerly: Mercer & Morris, Inc.)
Morris, Joe, Music Co.
White-Smith Music Pub. Co.
Morros, Boris, Music Co.

Movietone Music Corp.

Musette Publishers, Inc.

Mutual Music Society, Inc.

Nazarene Publishing House
Bilhorn Bros. Mus. Co.
Lillenas Pub. Co.

New World Music Corp.

Noble Music Co., Inc.

O'Kay Music Company

Owens-Kemp Music Co.

Pan-American Music Co., Inc.

Paramount Music Corp.
Popular Melodies, Inc.
Spier & Coslow, Inc.

Paull-Pioneer Music Corp.
Rossiter, Harold, Mus. Co.

Photo Play Music Co., Inc.
Luz Brothers Mus. Pubs.
Music Buyers Corporation

Piedmont Mus. Co., Inc.

Pinkard Publications

Plymouth Music Co., Inc.
Brown, Ted, Music Co.

Pond, Wm. A., & Company
Ellis, Robin

Presser, Theodore, Company

Quincke, W. A., & Company

Remick Music Corp.

Rialto Music Pub. Corp.

Ricordi, G., & Co., Inc., of N. Y.

Ringle, Dave
Famous Writers Music Co.
Goulden-Leng Co.
Hamilton Music Co.
Krey, Geo. M., Co.
Maytone Music Co.
Song Creators Co.
Tracy, Wm., Pub. Co.
World Music Co.
York & King Music Pub. Co.

Robbins Music Corporation
Metro-Goldwyn-Mayer Corp.
Out of the World Pub. Corp.
Sonnemann Mus. Co., Inc.
Twentieth Century Music Corp.
Universal Music Corp.
Whiteman, Paul, Publications
Wiedoeft, Rudy, Mus. Pub. Co.

Rodeheaver Co., The

Rossiter, Will

Row, R. D., Music Co.
Riker, Brown & Wellington, Inc.
Row, R. D., Inc.

Roy Music Co., Inc.

Royal Music Publisher

Rubank, Inc.
Carlson, M. L.
Finder & Urbanek
Victor Music Co.

Rytvoc, Inc.
(Formerly: P. Tesio & Sons)
Burke Doyle Music Co.
Major Music, Inc.
Tesio-Major

Santly-Joy, Inc.
(Formerly: Santly-Joy-Select, Inc.)
Santly Bros., Inc.
Santly Bros.-Joy, Inc.
Select Music Publications, Inc.

Saunders Publications

Schirmer, G., Inc.
Heffelfinger, R. W.
Sanders-Weiss, Inc.

Schroeder & Gunther, Inc.

Schwarz, Merrell, Music Co., Inc.

Shapiro, Bernstein & Co., Inc.

Shattinger Piano & Music Co.

Shubert Music Pub. Corp.

Skidmore Music Co., Inc.

Southern Music Pub. Co., Inc

Spier, Larry, Inc.
Helf & Hager Co.
McKinley Music Co.
Root, Frank K., & Co.

Sprague-Coleman, Inc.
Sprague-Coleman

Stasny Music Corp.
Bibo-Lang, Inc.
Stasny-Lang, Inc.

Summy, Clayton F., Co.

Sun Music Co., Inc.
Weil, Milton Music Co., Inc.

Superior Music, Inc.

Tempo Music, Inc.

Tobias & Lewis Music Publishers

Transcontinental Music Corp.

Triangle Music Corporation

Victoria Publishing Co.

Villa Moret, Inc.

Vogel, Jerry, Music Co., Inc.
Crumit, Frank, Songs Co.
Haviland, F. B., Pub. Co.
Worth, Geo. T., & Co.

Volkwein Bros., Inc.
Agnew, J. E., Publication (Band & Orchestra Catalog only)
Bellefield Pub. Co.
Caton Pub. Co.
Crist, D. W.
Dalbey, W. R., Music Co.
Groene Music Pub. Co.
Hall, Ellis B.
Heltman, Fred
Nirella, Danny
Southwell, Geo. Pub. Co.
White House Publications, The

Von Tilzer, Harry, Music Pub. Co.

Warock Music Co.

West'rn Music Pub. Co.

Williams, Clarence, Mus. Pub. Co., Inc.
Ahleim, Walter C., Music Co.
Arrow Music Co.
Clifford, Frances, Music Co.
Maison-Blanche Music Co.
Piron, A. J., & Co.
Thomas, George W., Music Co.

Williamson Music, Inc.

Willis Music Company

Witmark, M., & Sons

Wood, B. F., Music Co.

Words & Music, Inc.
Davis, Coots & Engel, Inc.
Engel, Harry, Inc.
Keit-Engel, Inc.

World Music, Inc.

Yankee Music Pub. Corp.
(Formerly: Italian Book Co.)

ASSOCIATED MUSIC PUBLISHERS, INC. (AMP)

By CLINTON M. FINNEY

President

FOUNDING of AMP: Associated Music Publishers, Inc., was founded as a private corporation in the State of New York on December 22, 1926. Radio licenses have been issued since August, 1928. The corporation conducts a music publishing business and is exclusive agent for numerous foreign music publishers.

Scope: Represented in the AMP repertoire are 45 U. S. and European catalogs containing over 500,000 entries of which approximately 18,000 are copyrights. Copyright registration in Washington is in the name of AMP as owner. Ranging from symphonic works to popular dance music, including concert works for ensemble, solo instruments and voice, its repertoire constitutes a flexible and rich source of distinctive music for radio program builders.

AMP licenses: Licenses cover performing rights, "small" (i. e., strictly musical) and "grand" (i. e., musical-dramatic). AMP's radio license is unique in that it covers "small" and "grand" rights under a single fee. The radio license stipulates that: (1) the monthly fee shall be equal to a station's highest quarter-hour card rate; (2) that AMP will sell the licensee any music (covered by the license) which is for sale, and rent such music as is not for sale; (3) that AMP will indemnify the licensee aganst claims arising from the use of music covered by the license.

AMP licensees: The national networks, the principal regional networks and most of the important independent radio stations are holders of AMP licenses.

AMP headquarters: 25 West 45th Street, New York City. Telephone BRyant 9-0847. Cable address: MUSICPUB—NEWYORK.

AMP officers: C. M. Finney, President; John R. Andrus, Vice-Pres. and Treasurer; Ben Selvin, Vice-Pres.; Anna M. Kerner, Secretary; Gretl Urban, Manager, Music Department.

Publishers

Jos. Aibl Verlag (See Universal Edition)
Alpha Music
Congress Music Co.
Latin American Music Bureau
Leader Music Co.
Arrow Press, Inc. (See Cos Cob Press, Inc.)
Associated Music Publishers, Inc.
Boosey & Co., Ltd. (See Boosey & Hawkes, Ltd.)*
Boosey & Hawkes, Inc. (See Boosey & Hawkes, Ltd.)*
Boosey & Hawkes, Ltd.*
Boosey & Co., Ltd.
Boosey & Hawkes, Inc.
Hawkes & Sons
Winthrop Rogers, Ltd.
Universal Edition, Ltd.
Bote & Bock
Lauterbach & Kuhn
Breitkopf Publications
Breitkopf & Haertel
Carl Simon
Congress Music Co. (See Alpha Music)
Cos Cob Press, Inc. (See Arrow Press, Inc.)
Demets (See Editions Eschig)
Doblinger Verlag*

* Serious works only as per special list.

Eos Musikverlag (See Simrock)

Editions Eschig
Demets
Societe Nouvelle d'Editions Musicales

Filmusik Union (See B. Schott's Soehne)

Philip Grosch (See B. Schott's Soehne)

Albert Gutmann

Julius Hainauer

Wilhelm Hansen Forlag*

Hawkes & Sons (See Boosey & Hawkes, Ltd.)*

Kahnt's Schering Edition

Latin American Music Bureau (See Alpha Music)

Lauterbach & Kuhn (See Bote & Bock)

Leader Music Co. (See Alpha Music)

F. E. C. Leuckart

Otto Maass

Nagel Musical Archives

Philharmonischer Verlag (See B. Schott's Soehne)

Pro Art Publications

Raabe & Plothow (See Simrock)

Winthrop Rogers, Ltd. (See Boosey & Hawkes, Ltd.)*

Schott & Co., Ltd.

B. Schott's Soehne
Filmusik Union

Philip Grosch
Philharmonsicher Verlag

Schuberthaus Verlag (See Universal Edition)

Senff (See Simrock)

Carl Simon (See Breitkopf & Haertel)

N. Simrock
Senff
Raabe & Plothow

Societe Nouvelle d'Editions Musicales (See Editions Eschig)

Universal Edition, Ltd. (See Boosey & Hawkes, Ltd.)*

Universal Edition
Aibl Verlag
Schuberthaus Verlag

Vieu (See Editions Eschig)

* Serious works only as per special list.

✚

HELP THE

RED CROSS

✚

BROADCAST MUSIC, INC.

By M. E. TOMPKINS

General Manager

IN MARCH of 1940, just four short years ago, BMI opened its doors for business. That today it has firmly established itself is not surprising because the radio industry itself brought BMI into existence—and the Industry has the well-earned reputation of making things "go" when it takes a hand.

Every broadcaster is proud of the fact that when any organization, from a small local group up to the national government, needs a resoundingly successful job done, its first reaction is: "let's get help from the radio station!".

And so when radio needed to do a job for itself, a job of establishing a firm defense against a monopoly in music; when it determined that music costs to the stations be lowered and at the same time provide more equitable distribution of earnings to the composers; when it foresaw a greater opportunity to bring vital new composers to the listening public, it set about the task in the usual, efficient and successful manner in which the Industry operates.

Broadcast Music, Inc., is the result.

But now that four years have passed, let us, to turn a favorite phrase, "look at the record."

The first year, to put it mildly, was hectic. One entire floor of a large New York building was filled with arrangers and music copyists. They were engaged in making brilliant new orchestrations of public domain music that was headed for limbo because nothing had been heretofore done to keep it vitally alive. They were arranging music for one hit after another that the public whistled, sang and danced to.

Then the peak was reached. BMI passed the acute stage of "growing pains" and settled into the routine of a well-oiled, efficient machine.

What might have taken a score of years—or a generation—to accomplish in some other business, BMI did in one short year!

But broadcasters are accustomed to getting results; BMI is the property of the broadcasters; ergo: results were obtained.

And what are these "results"?

Today in North America, there are 932 stations licensed by BMI—93 per cent of them. Coast-to-coast and regional networks have been signed. This, unquestionably, represents solid Industry support.

Equally important is the BMI list of affiliated publishers, for this is the group that provides the music.

At present BMI represents 750 publishers. From them, and through BMI come both the Standard works and the prevailing hit tunes. To cite a particular instance of the latter case, let us point to the record-breaking tune of 1943-44: PAPER DOLL. In this same bracket we find PISTOL PACKIN' MAMA, BRAZIL, DEEP IN THE HEART OF TEXAS, BESAME MUCHO and others. As 1944 makes its way along, other hit tunes will come from BMI as a matter of course. And with stepped-up frequency!

Less spectacular than the division of popular music is the Script Department. From it has come an amazing wealth of material that has proved a treasure treve to the commercial or program manager who has assayed it.

Aat present. approximately 50 scripts per week, ranging from 5-minute shows to 30-minute productions, are available to BMI-licensed stations without cost. Countless enthusiastic letters are returned to the Script Department by commercial managers. "We sold your latest script five minutes after it arrived. Keep them coming!"

Too, the Standard Music Department has done a consistent job day after day. For example, it was this department that was responsible for the premier band performance of the new Russian National Hymn in the United States. And there's a little story behind this.

A copy of this hymn was received in New York by radio photo from Moscow. The Standard Department called in one of the top band arrangers; four days later the number was premiered before a huge audience at the University of Illinois where a band clinic was being conducted.

Louis Untermeyer was commissioned to write an English text for this new anthem, and his lyric has received national attention.

Why mention this particular instance?

Because it again establishes a "first" for BMI. It reflects the aggressive spirit of an institution brought into being by the Industry it serves—an aggressive determination that ample music, plus real SERVICE, shall be provided simultaneously with lowering (rather than increasing) cost to the Industry.

PUBLISHERS

A-B Company Song Productions, The
A.M.S. Music Collaborators
A-1 Music Publishers of America
Ace Music Co.
Acme Music Corporation
Acme Songs
Acuff-Rose Publications
Adelphia Press, The
Ahlefeld-Daniels Publications
Albin Tunes Publishers
Allen and Klink Music Publishers
Allen Intercollegiate Music, Inc.
Allen, Walter F.
Allied Music, Inc.
Altschuler, Inc.
Alva Music Publishing Company
Alvin Music Corporation
Ambrose, Adaline C.
American Melodies
American Performing Rights Society, Inc.
American Song Publications
American Song Publishing Co.
Amigo Music Publishing Co.
Amphion Publishers
Ancheta, Lamberto L.
Anderson, Leah Logan
Apex Music, Inc.
Appleton-Century, D. Co., Inc.
Arberne Music Co.
Arcadia Valley Music Publishers
Argus Music Co.
Armann, Halldor E.
Art Music Company
Artistic Songs
Ascot Publishing House
Ascot Publishing House
Associated Composers, Inc.
Astor Music Corporation
Aurora Music Publishers
B-K Publishing Company
Bach Music Publishers
Bagot, Frank
Balicer, Simon
Ball Music Publishing Company
Ballard, Fred C.
Balmore, Roger
Banner Music Company
Barclay Music Corp.
Barnes, Samuel D.
Barnhart Publications
Barres Publications
Barron, Jack
Barry, Bessie
Bartlett & Hartmann Music Publishers, Inc.
Baskin, Sidney
Bava, John
Beacon Music Company
Becigneul, Henry A.
Beehive Music Company
Bell Music Co.
Bell-Tone Music Publishing Co.
Belmont Music Company
Benald Music Publications
Benatzky, Ralph, Dr.
Bendt, Dorothy Sanders
Ben-Et Songs
Berbert, E. M.
Berger Publishing Company
Berklay Music Co.
Berry, Brownie
Berst, John E.
Berwick Music Corp.
Beste, Anna Adams
Beverly Music Company
Biehl, Rose
Billings, Lucille
Billings, Vivien
Biviano, Joe Music
Blau, Larry Music Co.
Block, Martin Publishing Co., Inc.
Blue Ribbon Melodies
Bluestone-Bernard Music Publishers
Bomart Music Corp.
Bouma, G. H.
Bourne, Al
Brainard's, S. Songs Co.
Brent, Stanford F.
Brill, D. Dudley
Britton, Mozelle

Broadcast Music, Inc.
Broughton Music Company
Brown, Herbert E.
Bucher, Roland C.
Buel, Marshall M.
Bulkley, L. H., Publisher
Bullock Music Company
Burdick, Lenora
Burns & Crowe Publications
Byers, Elsie Birt
C. & M. Music Co.
California Music Publishers
Calumet Music Co.
Calvin, John
Cameron Music Co.
Campbell Music Co.
Campbell-Porgie, Inc.
Canáeld, Cogswell
Canterbury Publications
Cantrell Music Publications
Carey, Thomas J.
Carillon Publishers
Carleton & Dixon, Inc.
Carlton, Joseph
Carnegie Publishing Company
Carney, Alvin E.
Carol Music Company
Carr-Hildy Music Company
Cascales, Joe, Music Publisher
Casivan, Eugene
Cason Music Corp.
Catena, Florence
Caughey, James Urie
Cavalcade Music Co.
Chaikowsky Music Pub. Co., Francis T.
Champion Music Company
Charm Music Company
Chase Music Co.
Cheatham, Frederick C.
Cherio Music Publishers, Inc.
Chism, Leon T.
Cholvin Music Sales
Churchill Publications
Cine-Mart Music Publishing Co.
Cinema Songs, Inc.
Cinephonic Music, Inc.
Clavier Music Publishers
Clow, O. B.
Coast To Coast Music Corp.
Cochran, Wally
Cole Corporation, M. M.
Cole, Jonnie
Collins, Francis Joseph
Collwill Corporation
Colonial Music Pub. Co.
Columbia Music Publishers
Columbia Music Publishing Co.
Commonwealth Music Co.
Concert & Radio Music Co.
Connors-Wilkins
Continental Music Company
Continental Record Co.
Cooper Music, Inc.
Cornelius, James P.
Cornell Music Company
Coronet Songs
Country Music
Crestwood Publications
Cridland, Dorothy
Crocker, Al
Crosby, Everett N., Ltd.
Cross Music Company
Cross, Samuel Avery
Crowe, Edward
Crowe, Edward, and Pyle, Pete
Crowell, Beulah
Crowell Music Pub.
Crown Music Co., Inc., Ltd.
Crown Music Company
Cundy-Bettoney Company, Inc.
Dahle, Al, Music Publishing Co.
Daniels Music Publishing Co.
Dan-Pell Songs
Darrell, Jack Music Publishers
Davidson & Maxon Music Publishers
Davis, Glenn S.
Davis, Louis A.
Davis & Ostergard
Dawn Music Co.
De Cimber Music Pub.
De Santis, Francis
Debin Music Company
Del Cal Theatres, Inc.
Dellon, Harold Music Co.
Deluge Music Co.
Derby Tunes
Desert Music Publishers
Desmoni, Martin J.
Deutsch, Ruth
Devoe, Jack
Diamond Music Company
Dixie Music Publishing Company
Doraine Music Publishing Co.
Dorset Publications
Dot Music Publishers
Douglas Publishing Company
Downey & Sazama
Drake, Ethel
Dream Music
Du Val Music Publishing Co.
Duckworth, Daisy
Duren, Hubert E.
Dynamite Music Company
Earle, William P. S.
Eastern Music Publications
Eccma Music Company
Echoes Of Victory Music Publishing Company
Elektrann Music Pub. Co.
Elliott, Lewis
Elsmo Bros. Publishers.
Embassy Music Corp.
Emcee Publishing Company
Encore Music Publications, Inc.
Englewood Music House
Enos, Clyde
Enterprise Publications
Esquire Music Co.
Essex Music Publishing Co.
Excelsior Music Publishing Co.
Fantasia Music Publishing Co.
Fashion Music Publishing Co.
Fassio, A.
Feast and Hoffman
Fehrenbaker, Mona
Feiler, Maurice
Fifer, C. Arthur
Fillerdelphia Music Company
Film Music Producers
Fine Songs
Fletcher Publishing Company
Ford Music, Inc.
Forest Glen Music Publishers
Forzi, Frank
Foster, Robert E.
Fountain Music Company
Fragos-Moore, Incorporated
France Music, Inc.
Franciosa Song Publications
Frederic, Will, Music Publishers
Freed & Hall Music Publishers
Freeman Associates
Freeman Music Company
Frey, Fran & Company
Friedley, Lowell G. & Company
Friedman, Arthur
Frish, Frank L.
Frye-Ryan-Frankel, Inc.
Fumea, Tom
G. D. S. Music Publishers
G. M. S. Music Publishing Co.
G. V. C. Music Publishing Co.
Gaal, Charles J., & Co.
Gabler, C. J.
Gaertner, Herb V.
Gait-Way Music Company
Gale, Bill
Gamma Music, Inc.
Gardner, J. C.
Gehrmans, Carl Music Forlag
Girardi, Joseph
Giumarra, Minnie
Globe Publications
Golden Gate Publications
Golden Tune Publishers
Graessle, George
Graham, Gaston
Graham, Sgt. Harold L.
Graham & Kilhorny
Graham Music Company
Greater New York Music Corp.
Greene, J. Publications
Greene-Revel, Incorporated
Greenwood, Livingston
Grum, Matthew W., Jr.
Gunther, Charles, Publicity
Guy Publishing Company, The

Haberstro, Albert W.
Haims, P. L.
Hammer, Charles J.
Hampton Publications
Harding, Frank Music House
Hardtner, Alice D.
Harmony House
Harmony Music Publishers
Harrington, Clare
Hartmann & Van Horn
Haun, Dal E. Company
Hawaii Conservatory Pub. Co.
Hawkins, Leland R.
Hay, Bob
Herrold, Lloyd
Hicks, Alberta K.
Hill, Christine
Hill Music Publishing Company
Hilliard-Currie Music Publishers
Hills, Johnny
Hinds, Hayden & Eldredge, Inc.
Hines, John
Hippenstiel, Harold F.
Hit Parade Publications
Hodgson, B. C.
Hoffman, Carrie
Holdsworth, Elmer
Hollywood Hit Publishers
Hollywood Melody Publishing Company
Hollywood Music Sales
Horan, Nell
Horoscopes In Song
Horvath, Joseph
House Of Carleton
House Of Melody
Howard, Jack Publications
Hub Publishing Company
Huddleston, Carolyn Ross
Humphries, Bruce, Inc.
Hunter's Music House
Huttig, Charles M.
Ideal Music Publishing Co.
Idelson, Harry
Immortal Music Publishing Co.
Imperial Music Publishing Co.
Independent Music Publishers
Indigo Music, Inc.
Ineman, James
International Dance Studio
International Publications
International Songwriter Club
Isenberg, Emil F. Music Publishing Co.
Jahnke Publishing Company
Janis, Stephen
Jill Music Co.
Jo-Ann Music Company
Johnson, Chester
Johnson, Claude
Johnson, Elizabeth
Johnson, Harry H.
Jones, J. Grayson Music Co.
Joseph Music
Kammen, J. J., Music Company
Karch, Hank
Kaymusic Publishers
Keller, Don
Keller, Leo D.
Kelly Music Publications
Kelly, William A.
Kelton-Romm Music Company
Key Music Company
Keyser Music Publisher
Keystone Music Co.
King-Del Music Publishers
Kinkade's Songs
Knickerbocker Music Pub. Co., Inc.
Knight Publishing Co.
Knobloch, M. H.
Knudsen, Charles
Kolbert, Marguerite, Productions
Krygier, Joseph
Kukula, Frank

LaRue Publishing Company
Lake Music Pub. Co.
Lambert, Jimmy and Glick, Harry
Lang-Worth Publications, Inc.
Lanier Music Company
Lapham, Claude Music Publications
Latin American Publishing Corp.
Lawndale Music Publishers
Leal, Felipe Valdes
Lee, Rosemary
Lencer Music Company
Lennerts, William J.
Lester, Betty
Lewcon Music Company
Lewis, Reggie
Liberty Music Publishers
Lincoln, F. S.
Lind Music Publishers
Linden Music Publishers
Livingston & Evans Music Company
Logos and Company
London Music Corp.
Long, J. Baxter
Lowden, C. Harold
Lucky Music Publishers
Lynch, Edward J.
Lynn, E. A., Publishing Company
Lynne Music Company

M. & F. Music Publisher, The
MacAngelo
MacFarlane, Thomas M.
MacGregor, Grant
Mackley Music Publishing Co.
Maestro Music Company
Magnolia Music Company
Majestic Music Corp.
Mallory Music Publications
Maloney, William
Mandeville, Loretta
Manhattan Music Company
Mank's, Chaw, Blue Ribbon Music Co.
Mansfield, Frank, Music Pub. Co.
Marchant, J. C., Publications
Marcy, Victor
Marion and Son Publishing Co.
Marks, Edward B., Music Corp.
Mar-Lane Music Publishers
Mars Music Publications
Marsales, Frank
Marston Music
Martin, Jack "Tex"
Martin, Otto J.
Marvel Music Pub. Co.
Master Music Publishers
Material Songs Publishing Company
Mathews, James
Mathieson, Hugh
Maya, Don, Incorporated
Mayhams Music Company
Mayo Music Corp.
McClaran, Olive Hanson
McClaren, Everett F.
McClure Music Company
McClure, Ruth D.
McDaniel, Joe, Music Company
McDonald, J. K.
McDonald Music Company, The
McDowell, Frances Grider
McGhee, Berry M.
McGinty Music Publishing Company
McLean, Gene, Music Co.
McMahon, Frank
Med-Rik Music Publishing Company
Mellow Music Publishing Company
Melo Music Co.
Melody Hall Music Publishers
Melody Lane, Inc.
Melody Moderne, Inc.
Melody Music Company
Melody Music Publications
Melody Song Bureau
Memorie Music Publishing Co.
Mercury Music
Merico Music Company
Merit Music, Inc.
Merit Music Publishing Co.
Meritt Publications
Merrywood Publishers
Metropolitan Music Company

Metropolitan Music Publishers
Miami Music Publishers
Mike-Tunes
Millburn Music Publishers, Inc.
Miller, Charles
Miller-Grau
Miller, Robert E.
Mipa Productions, Inc.
Miracle Music Company
Missud, Jean M.
Mode Music Publishing Co.
Modern Melodies Publishing Co.
Modern Standard Music Co.
Moderne Editions
Moderne Publications
Monarch Music Company
Monarch Music Publishing Co.
Mongiello, Cosmo Andreotti
Monroe Music Company
Monroe Music House
Monroe Publications
Moon Ray Music Publishers
Moorhead, Paul G.
Morrison & Ewing
Moss, Albert W.
Motley-Bryson-Johnson
Motor City Music Publishers
Mount Vernon Publications
Mountain Music Company
Mountain State Music Publishers
Movieland Music Publishers
Mullin, Mary J.
Mulvaney, John C.
Murray, Grace M.
Murray Music Company
Murray Music Publishers
Musart, L. C., Publications
Music Center Publishing Co.
Music City Copyrights
Music For Frets
Music-Makers Publishing Co.
Music Manuscript Reporter
Music Mart
Music Products, Inc.
Musicana, Inc.
Musico
Musin, Ovid
Nash Chain Song Service, The
National Association For Blind Composers, Inc.
National Association of Broadcasters
National Music Corp.
Nationwide Songs, Inc.
Nelrod Music Publishers
Neptune Music Publishers
Network Music Publishers
New Era Music Corporation
New Harmony Music Publishers
New York Publishing Company
Newart Song Publications
Newton, Al
Niehoff, Dolorosa
Niksch, Donald E.
Nolan Music Co.
Normay Music Company
Novak, Charles J.
Numelody Song Co.
Oahu Publishing Company
Ocean-Spray Music Company
Olin, Milton E.
Olson, Nils
Olympian Agencies
Orange Music Publishers
Oriental Music Co.
Oriole Tunes
Orlowski, John R.
Out West Music Publisher, The
Overt Music Company
Palmer Music Company
Palomar Music Corp.
Pan-O-Ram Music Service
Parade Music Company
Parmelee, Gilbert
Paterson, James A.
Patriotic Music Publishing Co.
Paty Publishing Company, The
Pearl Music Company, Inc.
Peer International Corporation
Peerless Music Publishing Co.
Pelkonen, Matt Music Co.
Peloubet, William Spalding
Penn, Julius, Jr.
Penn, Richard T.
Penn-Sylvan Publications
Personal Publications
Petrie, Eddie
Petrie, H. W.
Picadilyy Music Co.
Piccadilly Music Co.
Pittman, J. H., Jr.
Plamor Music Company
Pond, Frank Music Company
Porgie, Debin & Friedman, Inc.
Portland Music Company, The
Prelude Music Co.
Prestige Music
Pre-View Publications
Pro Musica Publishing Company
Process Music Publications
Propoggio, R. N.
Prosser Music Publishing Co.
Puritan Publishing Company
Radio Music Company
Radio Music Company
Radio Music Publishers
Radio Screen Music Pub. Co.
Rainbow Melodies Music Co.
Rainbow Music Publishers
Rawlings, Clara
Ray Music Publishing Comapny
Raybert Music Company
Raymor-McCollisters Music Publishers
Real Music Company
Recker, Robert, Music Co.
Record Music Publishing Co.
Redskin Publishing Co.
Reed, Harold Jobe
Rees, H. E., Music Publishers
Reeves, John Frank
Regal Music Company
Regal Music Company, Ltd.
Regent Music Corp.
Reid & Singer Music Publishing Company
Reis & Taylor, Inc.
Remarque Music Publishing Co.
Republic Music Corporation
Retter, Louis Music Company
Reveille Music Co.
Revilo Music Co.
Rex Music Publishers
Reynolds-Bickel
Rhapsody Publications
Rhodes, David W.
Rhythm Publishing Company
Rialto Music Publishers
Rich Publications
Richardson Songs
Richmond Melodies
Richter, Dr. William B.
Ricordi, G., & Co.
Ringwald Publications
Rinker, Charles, Music Publishing Company
Rod Jon Music Company
Rodenberg, Edward L.
Roe, Gilbert
Roe-Krippene Music Publishers, Inc.
Roque, Julio
Rork, Ernest A., & Son
Rosen, Raymond
Rosetti, Joseph
Roslyn Music Company
Ross & Howard
Ross, Hugh K.
Ross Music Pub. Co.
Rossi, Edward & Louis
Rousseau Publishing Co.
Royal Music Publishing Company
Rubens, Mark
Ruby Music Co.
Rudell Music Publishing Co.
Russell, Willard

Ruth, Barbara
Sanders, Al
Saxonette Music Company
Scala Music Publishers
Scamps, The
Schael, August Company
Scheuerle Bros. Music Publishers
Schillinger, Arthur E.
Schirmer, E. C., Music Co.
Schofer, Kitty James
Scholl Publishing Company
Schumann Music Company
Sears, Julius
Sharkey Music Publishing Co.
Shattuck Publishers
Shelby Music Publishing Co.
Sheldon-Mitchell Publishing Corp.
Shelhamer, Ben., Jr.
Shermack Company
Siegal & Dahle
Simmons, Ross Publisher
Singer, Murray Music Publishing Co.
Singmore Music Publishers
Skokie Music Company
Skylark Songs
Smith, Bob
Smith, Earl
Sobeck, Rosina
Sobie, Carl
Society Of Jewish Composers, Publishers and Songwriters
Sommers, Henry J.
Song Shop, The
Song-Tex Music Company
Sons Music Pub. Co.
Square Deal Publications
Stan-Host Melodies
Standard Publications
Stark Music Printing Company
Starlight Music Company
Steele, Ted Publishing Co.
Stern, Jos. W., & Co.
Steven, Arthur Publications
Stewart, Larry
Stiner, E. J.
Stone, Irving
Stover Music Company
Stratton, A. D., Music Co.
Striplin, Mary A.
Stroube, Walter A.
Studio Staff Productions
Sudlik & Siegel
Sun Ray Music Publishers
Sunnyside Music Publications
Sunshine Music Company
Superior Melodies Publishing Co.
Swager Song Studios
Sweet Music Publications
Swing Music Publishers
Symbolic Music Publishing Co.
Syndicate Music Publishers, Inc.
Tele-Mus Publishing Company, Inc.
Televise Music Company
The "440" Music Publishing Company
Three Boys Music Company, The
Tidd, G. M.
Timberland Publishing Co.
Times Square Music Co.
Tin Pan Alley Publications
Toben Music, Inc.
Tomerlin, Lysle
Tompkins, Clarence F.
Tompkins, Clarence & Cuff Paul
Top Music Publishers, Inc.
Topik, Tunes
Tourjee, Leo Eben
Towle, Ernest and Read, Kemp
Trans-America Music Publishers
Transatlantic Music Company
Transradio Music, Inc.
Treasure Chest Publications
Trutone Publishing Company
Tune Towne Tunes
20th Century Music Publishers
Typemusic
U. S. and International Music Pub.
U. S. Music, Inc.
Uhl, Milton, Reproduction Service
Universal Music Sales
University Music Co.
Urban Publications
Valiant Music Company
Van Brunt Publishing Company
Van Dorn, Catherine
Van Leishout, Edward
Van Reesema, Yolande
Van Russ Music
Vance Music Company
Vanguard Songs
Variety Music Company
Vavrin & King
Velo-Tone Music Company
Vernon Music Publishers
Victor Publishing Company, Inc.
Victory Music Company
Wabash Music Company
Wade, Franklin
Wahl, Frederick J.
Waldorf Music Company
Walker, Arthur L.
Warner Studio
Washburn, Rozella T.
Waterss Music Publishing Co.
Watson, W. A.
Waverly, Jack
Weaver, Jesse E.
Webster Music Company
Weeks, Publisher
Wells, Maurice O.
Wemar Music Corporation
Wentworth, Martha
Wesjay Music Corp.
West Coast Music Publishers
West, Roger Publisher
Westcott, Everett W.
Westmount Music, Inc.
White Way Music Company
Whitfield, Fred A.
Williams, Albert
Williams, Bud Publisher
Williams & Williams
Willis-Woodward Music Co.
Wilson Publishing Co.
Winner Music
Winters, Leo., Inc.
Withers, Mike
Witro Music Publishing Co.
Witt, Claude H.
Wizell, Murray Music Company
Woodland Music Company
Woods Music Co.
World Wide American Classics
Worldwide Music Publishers
Wright Publishing Company
Wrightman, Neale
Yeorwaccpoulos, Rt. Rev. A. N.
Zaboy-Landino Music Company
Zoeller Music Company

S · E · S · A · C

By PAUL HEINECKE

President

SESAC will continue in 1944 to make available to radio stations, without restriction, the music catalogs of over 100 leading American music publishers. SESAC music will continue, in 1944, to be used on more radio stations than any other music because—

SESAC has long term blanket licenses with nearly 900 commercial radio stations in the U. S., and—

SESAC music is American music, with over 100 publishers located in 20 states from coast to coast.

SESAC is the bread and butter music of radio, the standard music, the Western and cowboy songs, the religious hymns, the college tunes, the compositions of Edward MacDowell, Victor Herbert, Charles Wakefield Cadman, Mrs. H. H. A. Beach, etc. The diversified music which year after year provides the bulk of program material for your 18-hour broadcast day.

An ever increasing use of SESAC music by advertising agencies on virtually all commercial transcriptions indicates that agency production heads recognize the universal appeal of "bread and butter" music to the listening audience and that time buyers welcome the freedom which SESAC music affords from copyright clearance, bookkeeping deductions, extra fees, music restrictions, etc.

Service to stations is the 1944 watchword at SESAC. Our station relations staff will continue to visit every radio station in the country at least once every six months and assist station executives with their operational problems and music requirements. With 100 years of combined broadcasting experience, our station relations staff is well qualified to provide counsel on virtually every phase on station operation.

The seven proven sales plans have been of material benefit to commercial managers and the details of these commercial programs as well as three new sales plans will be made available to stations without charge through our station relations staff and Program Service Department.

Our liaison work for the Treasury Department on war bonds will continue in 1944 and we shall endeavor to provide the War Finance Division with a daily report of constructive suggestions obtained from stations and data on outstanding war bond programs observed throughout the country.

Our Program Service Department is geared for even more effective operation in 1944, with the preparation and publication of the SESAC Music Program Builder its first major accomplishment of the year. This 200 page volume contains the outstanding music in every program classification by title, composer, publisher, available arrangements, etc. It was created in response to requests from station executives for a practical handbook of specific music, or the cream of the music in every category, classified topically as well as alphabetically.

SESAC, its publishers, Program Service Department and station relations staff will continue to be at your service throughout 1944.

SESAC Publisher Affiliates

Accordion Music Publishing Co., New York
Deiro, Pietro
Adler (see Edition Adler)
Albright Music Company (see National Music Co.)
Alford, Harry L.; Chicago
Alkire Publications, Eddie, Easton, Pa.
Altschuler, J. (See "P. W. P.")
American Music, Inc., Portland, Ore., Hollywood, Cal.
Cross & Winge, Inc.
Arct, M.; Warsaw
Ashmall Company, Wm. E (See McLaughlin & Reilly Co.)
Augsburg Publishing House; Minneapolis
Avalon Music Publishing Co. (See Stirling Music Publishing Co.)
Barnes, A. S. and Company, Inc.; New York
Barnhouse, C. L.; Oskaloosa, Iowa
Barwicki, K. T. (See "P. W. P.")
Beirly Company (See Chart Music Publishing House, Inc.)
Benson Publishing Co., John T., Nashville, Tenn.
Berge Music Co. (See McLaughlin & Reilly Co.)
Braun, Hubert J.; Chicago
Braun Music Co.
Braun Organization, The
Broadcast Music Publishers (See National Music Company, Inc.)
Bryant Music Company; New York
Brumley, Albert E.; Powell, Mo.
Calbo, N.; Barcelona
Capitol Music Co. (See National Music Co., Inc.)
Catholic Music Company (See McLaughlin & Reilly Co.)
Central Music Company (See Ramsey, Will M.)
Chart Music Publishing House, Inc.; Chicago
Beirly Company, Alfred
Coanacher, B.
Huffer, Fred. K.
Littig Music Publishing Co., Frank
Warde, Harry
Warner, F. Eugene
Western Accordion Music Company
Clef Music Co.; New York
Coanacher, B. (See Chart Music Publishing House, Inc.)
Colombo, Alberto; Hollywood
Composers Press, Inc., The; New York
Cross & Winge, Inc. (See American Music, Inc.)
Culla, Antonio; Barcelona
Deiro, Pietro (See Accordion Music Publishing Co.)
Denison & Co., T. S.; Chicago
Di Bella, O.; New York
Do Re Mi Fa Casa Editora De Musica (See Ediciones Internacionales Fermata)
Ediciones Fermata (See Ediciones Internacionales Fermata)
Ediciones Internacionales Fermata: Buenos Aires (South American Publications)
Ediciones Musicales Pampa
Do Re Mi Fa Casa Editora De Musica
Ediciones Internacionales Fermata, Warsaw (European Publications)
Ediciones Musicales Pampa (See Ediciones Internacionales Fermata)
Ediciones Rodoch (C. Rodriguez); Bilbao
Ediciones A. Urmeneta; Barcelona
Edition Adler; New York, N. Y.
Edition "Jastrzab" (See "P. W. P.")
Rudnicky, Walery
"W.J.R."
Rzepecki, J.
Editions "Olympia" (See "P. W. P.")
Editions Pro Arte; Lwow (See "P. W. P.")
Eulenburg Ltd., Ernest; London
Fairbank Company, H. W. (See National Music Co. Inc.
Fermata (See Ediciones Internationales Fermata)
Gebethner & Wolff; Warsaw
Georgi & Vitak Music Co. (See Vitak-Elsnic Co.)
Gilbert Music Company (See McLaughlin & Reilly Co.)
Gornston, David; New York
Gospel Music Publications (See Hathaway, Franklin Earl)
Grabczewski, F.; Warsaw
Haberer-Helasco, Hermann; Madrid-Lisbon
Solunastra Publications
Hall Music Co., The; Maryville, Tenn.
Hall & McCreary Co.; Chicago
Hanson, E. Eddy (See National Music Company, Inc.)
Harmonia Edition Publishing Co., New York
Harmonie Publications
Rondo Publications
Hart's Music Company (See National Music Co.)
Hartford Music Company, The; Hot Springs, Ark.
Hathaway, Franklin Earl, Music Publisher; Chicago
Gospel Music Publications
Helasco (See Haberer-Helasco)
Henson Music Publisher, J. M., Atlanta, Ga.
Morris-Henson Music Co.
Southern Music Plate Co.
Hoffman Company, Raymond A.; Chicago
Huffer, Fred. K. (See Chart Music Publishing House, Inc.)
Idzikowski, Leon; Warsaw
Idzikowski, M.; Warsaw
Jastrzab (See Edition "Jastrzab")
Jewell Music Co., Fred; Worthington, Ind.
Keene, Inc., Hank; South Coventry, Conn.
Kelman Music Corp.; New York
King Music House, Inc.; K. L.; Fort Dodge, Ia
Kjos Music Co., Neil A.; Chicago, Beatrice and Max Krone

Krachtus, John; Chicago
Krone, Max & Beatrice (See Kjos Music Co.)
Lebendiger, Henryk (See Ediciones Internationales Fermata)
Littig Music Publishing Co., Frank (See Chart Music Publishing House, Inc.)
Liturgical Music Company (See McLaughlin & Reilly Co.)
McLaughlin & Reilly Co.; Boston, Mass.
  Liturgical Music Company
  Catholic Music Publishing Company
    including compositions taken over from
  Wm. E. Ashmall & Company
  Berge Music Company
  John Singenberger
  Otto Singenberger
  Gilbert Music Company
Mora, Jose; Barcelona
Morris-Henson Music Co. (See Henson Music Pub., J. M.)
Music Press, Inc.; New York
Music Products Corporation; Chicago (See Frank Pallma-Music Publisher)
National Music Company; Fort Worth, Texas
National Music Company, Inc.; Chicago
  Albright Music Company
  Broadcast Music Publishers
    (See E. Eddy Hanson)
  Capitol Music Co.
  Fairbank Company, H. W.
  Hart's Music Company
  Popular Music Publications
  Select Music Company
  Standard Music Company
    (See Eddie Hanson)
  Standard Songs
    (See Eddie Hanson)
  Windsor Music Company
    including compositions taken over from:
    E. Eddy Hanson
Nattrass-Schenck, Inc.; New York
Nowa Scena; Warsaw
Olympia (See Editions "Olympia")
Orduna, Leopoldo; Barcelona
Pagani, O., & Bro.; New York
Pallma Music Publisher, Frank; Chicago
Panella, Frank A.; Pittsburgh, Pa.
Parks Company, J. A., The; York, Neb.
Parris Music Co., Jasper, Alabama
Perry' Sons A. W.; Sedalia, Mo.
Polskie Towarzystwo Muzyki Wspolczes Nej; Warsaw (See "P. W. P.")
Popular Music Publications (See National Music (Company, Inc.)
Pro Arte (See Editions Pro Arte)
"PWP" Przedstawicielstwo Wydawnictw Polskich (Association of Polish Publishers); Warsaw
Radio City Guitar Studio; New York
Ramsey, Will M., Little Rock, Ark.
  Central Music Co.
Rodoch (See Ediciones Rodoch)
Rodriguez (See Ediciones Rodoch)
Rondo Publications (See Harmonia Edition)
Rudnicki, Walery (See Edition "Jastrzab")
Rzepecki (See Edition "Jastrzab")
Sajewski, W. H.; Chicago
Schmidt Co., The Arthur P.; Boston
Schmitt Music Company, Paul A.; Minneapolis
Schuberth, Edward, & Co., Inc.; New York
Select Music Company (See National Music Co.)
Seyfarth, G.; (See "P. W. P.")
Showalter Company, The A. J.; Dalton, Ga.
Simon, Frank; Middletown, Ohio
Singenberger, John (See McLaughlin & Reilly Co.)
Singenberger, Otto (See McLaughlin & Reilly Co.)
Sisk Music Company, The; Tocca, Ga.
Smith Music Co., Inc., Wm. J.; New York
Solunastra (See Haberer-Helasco)
Southern Music Plate Co. (See Henson Music Pub. J. M.)
Stamps-Baxter Music & Printing Company, Dallas, Texas; Chattanooga, Tenn.; Pangborn, Ark.
  V. O. Stamps Music Company
  Stamps-Baxter Music Co.
Standard Music Company (See National Music Company, Inc.)
Standard Songs (See National Music Company, Inc.)
Stirling Music Publishing Co.; New York
  Avalon Music Publishing Co.
Tennessee Music & Printing Company; Cleveland Tenn.
Towarzystwo Wydawnicze Muzyki Polskiej; Warsaw (See "P. W. P.")
Union de Compositores; Barcelona, Spain
Urgelles, J.; Barcelona, Spain
Urmeneta (See Ediciones A. Urmeneta)
Vaughan, James D.; Lawrenceburg, Tenn.
Vitak-Elsnic Co.; Chicago
  Georgi & Vitak Music Co.
Warde, Harry (See Chart Music Publishing House, Inc.)
Warner, F. Eugene (See Chart Music Publishing House, Inc.)
Warszawskie Towarzystwo Muzycne (Warsaw Music Society); Warsaw
Weaner, Maxwell (See Weaner-Levant Publications)
Weaner-Levant Publications, New York
  Weaner, Maxwell
Western Accordion Music Company (See Chart Music Publishing House, Inc.)
Whitney Blake Music Publishers; New York
Windsor Music Company (See National Music Co., Inc.)
Winsett, R. E.; Dayton, Tenn.
"W.J.R." (See Edition "Jastrzab")
Yanguas, Mariano; Madrid
"Zaiks" Zwiazku Autorow, Kompozytorow I Wydawcow; Warsaw
  (Authors-Composers and Publishers Association of Poland (See "P. W. P.")
Zalewski, B. J.; Chicago



Our Meat....

choice cuts

no beefs

PICTORIAL
PHOTO ENGRAVING COMPANY, INC.
461 8th Avenue, New York · LAckawanna 4-9276

Microphonically Yours,

RUDY VALLEE







BEHIND THE MIKE



WORK OF

ARTISTS
WRITERS
ANNOUNCERS
VOCAL ARTISTS
ORCHESTRA LEADERS
NEWS COMMENTATORS
MOVIE COMMENTATORS
DIRECTORS-PRODUCERS
SPORTS COMMENTATORS
MUSICAL DIRECTORS
HOME ECONOMIC DIRECTORS

FOR——1943

Radio Directors Guild, Members and Their Programs
Music Publishers • Showman's Calendar
Standard Station • Network Employment Summary

IDA
LUPINO



We've Just Renewed Our Lease
For Another Year
IN
"BLUE RIBBON TOWN"
GROUCHO MARX
AND
DICK MACK

WITH THANKS TO OUR JOLLY LANDLORDS:
THE PABST BREWING CO.
WARWICK & LEGLER, INC.

AND OUR PABST-HAPPY NEIGHBORS:
ROBERT ARMBRUSTER
LEO GORCEY
KEN NILES
FAY McKENZIE
BILL DAYS
THE BLUE RIBBON BLENDERS

AND OUR BLENDSATIONAL SCRIBBLERS:
BILL DOEMLING
SELMA DIAMOND
BOB FISCHER
ARTHUR STANDER
JACK ROBINSON
ALAN KENT

AND TO GUMMO MARX, GEORGE GRUSKIN, AND A GIRL IN PEORIA

CBS . . . THE COLUMBIA BROADCASTING SYSTEM
EVERY SATURDAY NIGHT
5 P.M. Pacific War Time
6 P.M. Mountain War Time
7 P.M. Central War Time
8 P.M. Eastern War Time

RADIO ARTISTS

And Their Work During 1943

— A —

ABBOTT, BUD
NBC, Abbott and Costello.

ABBOTT, LEITH
KGW, Portland, Oregon.

ACE, GOODMAN
CBS, "Easy Aces."

ACE, JANE
CBS, "Easy Aces."

ADAIR, FRANCES JEAN
WHKC, Columbus, Ohio.
ADAMS, INGE
Treasury Hour, Ethel Barrymore Series, Radio Guild, Light of the World.
ADAMS, WYLIE
Young Widder Brown, Great Plays, School of the Air.
ALBA, ALNEY
The Gumps, Al Pearce, The Goldbergs, John's Other Wife.
ALEXANDER, A. L.
WOR, Mediation Board.
ALIKI
Big Sister, Bess Johnson, Portia Faces Life, Report to the Nation.
ALLEN, BARBARA JO (Vera Vague)
NBC, Pepsodent Program.
ALLEN, BARCLAY
KLZ, Denver, Colo.
ALLEN, CHARME
David Harum, Women of Courage, Buck Private, Kate Smith.
ALLEN, DAYTON
Stage Door Canteen, Cavalcade, Salute to Youth, Philip Morris Playhouse.

ALLEN, FRED
CBS, "Texaco Star Theatre."

ALLEN, JAMES WALKER
KLX, Oakland, Calif.
ALLEN, MARION RANDOLPH
Radio Guild, Woman of Courage, Young Dr. Malone, Strange As It Seems.
ALLEN, VERA
Young Widder Brown, Aunt Jenny, Bess Johnson, Vallee Hour, Jolson Show.
ALLENBY, PEGGY
David Harum, Young Dr. Malone, Second Husband, Life Can Be Beautiful, Adventures of a Modern Mother.
ALLMAN, ELVIA
NBC, Abbott and Costello Show.

AMECHE, DON
What's New?, Blue, Guest Spots.

AMECHE, JIM
NBC, What's New?
AMOURY, DAISY
Ellery Queen, Special Broadcasts from Nassau, Bahamas.
ANDERSON, BARBARA
Road of Life, Guiding Light, Lonely Woman, Bachelor's Children.

ANDERSON, EDDIE
(Rochester)
NBC, Grape Nuts Show.

ANDERSON, GLENN
WGL, Ft. Wayne, Ind.
ANDERSON, MARJORIE
The Shadow, Bright Horizon.
ANSPACH, ELDEN
KOIL-WOW, Omaha, Neb.
ANTHONY, JOHN J.
WOR, Goodwill Hour.
ARCHER, OSCEOLA
NBC - WEVD - WBIG.
ARNOLD, BERT A.
WFLA, Florida.
ARNOLD, BETTY
CBS-NBC, Ma Perkins.

ARTHUR, JACK
When a Girl Marries, Gay 90's NBC-CBS

ARTIST, MICHAEL
School of the Air, CBS Workshop, Let's Pretend, Cresta Blanca Carnival.
ASCOT, RITA
CBS-NBC, Ma Perkins.
ASHWORTH, JEAN
Death Valley Days, Truth or Consequences, March of Time, Big Sister.
ASKEW, FRANCES
WSIX, Nashville, Tenn.
ASPINWALL, HUGH M.
KWTO, Springfield, Mo.
AUDLEY, ELEANOR
Easy Aces, Joe and Mabel, Bess Johnson, The Goldbergs.
AYERS, JACKIE
Aunt Jenny, March of Time, Cresta Blanca Carnival, Let's Pretend, Easy Aces, Salute to Youth.

— B —

BAILEY, RUTH
WTOP, Washington, D. C.
BAIN, DONALD
Grand Central Station, Johnny Presents, Lincoln Highway.
BAKEN, BONNIE
Coast to Coast on a Bus, Recordings.

BAKER, PHIL
CBS, "Take It or Leave It."

BALDWIN, BILL
KGO, San Francisco, Calif.
BALLARD, FRANCIS
WSLS, Roanoke, Va.
BARLOW, VIVIAN
CBS, Forty-five Minutes in Hollywood; WEAF, A Woman Views the News, Guests Spots Doing Impersonations.
BARNES, AMANDA H.
WGST, Atlanta, Georgia.
BARNES, JEAN
WGST, Atlanta, Ga.
BARNEY, MARGARET
KEX, Portland, Ore.
BARRETT, TONY
Five Star Final, Young Dr. Malone, Portia Faces Life.
BARROWS, RICHARD
Kate Smith, Aldrich Family, March of Time, Ellery Queen.
BARRYMORE, LIONEL
CBS, Mayor of the Town.
BASHEIN, NANCY
Kate Smith, Our Barn, Coast to Coast.
BATES, BARBARA
WOW, Omaha, Neb.
BAUER, CHARITA
Blue Playhouse, Second Husband, Cavalcade of America.
BAUERSMITH, PAULA
Julia Ramsey, CBS Workshop, Big Sister.
BAUMAN, PATRICIA
KOIL, Omaha, Neb.
BAUMHOVER, JANET
KEX, Portland, Ore.
BAXTER, BEATRICE S.
In Betweens, Child Heroes, Headlines in Action.
BEACH, BILL
March of Time, Aldrich Family, Kitty Foyle.
BEARDSLEY, LEONARD
KIRO, Seattle, Wash.

BEASLEY, IRENE
CBS, "Neighbors."

BECK, JACKSON
WOR, Cisco Kid.
CBS, Valiant Lady.

BEEMER, BRACE
WXYZ, Detroit, Mich.
BEGLEY, ED
Stella Dallas, Easy Aces, Just Plain Bill.

BELCHER, JERRY
WCKY, Cincinnati, Ohio; This Is Mine.

BELLAVER, HARRY
Michael and Kitty, Joe and Mabel, Philip Morris.

BELMORE, BERTHA

BENADARET, BEE
The Great Gildersleeve.

BENNETT, FRED
WCKY, Cincinnati, Ohio; Sunrise Special.

BENNY, JACK
NBC, Grape Nuts Flakes Program.

BENSON, ISLAY
Radio Guild, Dr. Malone, Robert Ripley.

BERCH, JACK
WOR

BERG, GERTRUDE
CBS, "The Goldbergs.

BERGEN, EDGAR
NBC, Chase and Sanborn Show.

BERGHOF, HERBERT
Report to Nation, Uncle Sam, Stage Door Canteen.

BERLE, MILTON
Blue, "Let Yourself Go."

BERRY, JOHN
Mercury Theater of the Air, Campbell Playhouse, Columbia Workshop.

BERRY, YOLANDA D'ESTE
President Roosevelt's Campaign for Infantile Paralysis, On the Road to Freedom.

BERWIN, BERNICE
One Man's Family.

BETHUNE, IVY
School of the Air, Betty and Bob, Little Women.

BEZOFF, BEN
KMYR, Denver, Colo.

BICKNELL, JAMES
WGL, Ft. Wayne, Ind.

BINYON, CONRAD
CBS, Mayor of the Town.

BISHOP, KATHRYN
Lincoln Highway, Kate Hopkins, When a Girl Marries.

BLACKBURN, ARLINE
Grand Central Station, Lincoln Highway, Lux Theater.

BLANE, MEL
CBS, JODY Canova Show.

BLOCH, RAY
WOR, Keep Ahead.

BLYTH, ANN
Coast to Coast, Dr. Christian, Our Barn.

BOGUE, MERVYN
(Ish Kabibble)
NBC, Kay Kyser's College of Musical Knowledge.

BOISSEAU, RAYMOND
CKCV, Quebec, Canada

BOLES, JIM
Kate Smith, Aldrich Family, Dan Wilson, We the People, Manhattan at Midnight.

BONDHILL, GERTRUDE
CBS, Bachelor's Children.

BONNELL, SAM
March of Time, Murder Clinic, Joe and Ethel Turp.

BOULTON, MILO
We the People.

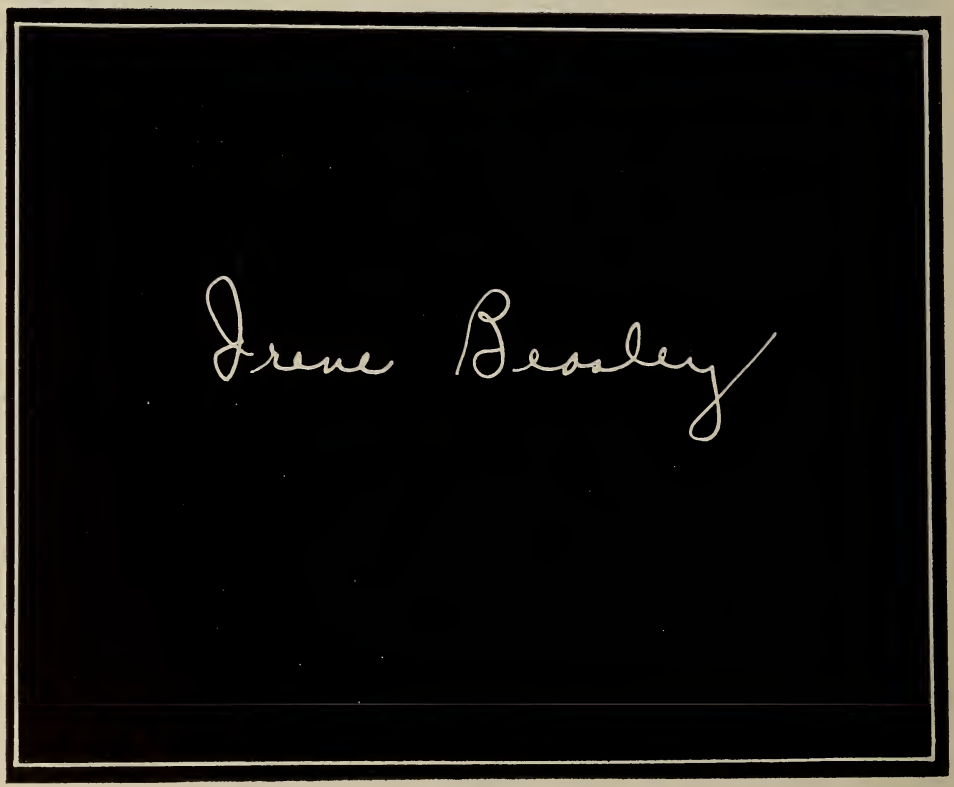
BOYAR, BURTON
Coast to Coast on a Bus.

BOYD, LESLIE R.
WCAT, Rapid City, S. D.

BOYER, BETTE
KXRO, Aberdeen, Wash.

BRACA, ELIA
Uncle Sam Series, Screen Guild Theater, Lux Theater, Dr. Christian.

BRADLEY, TRUMAN
CBS, Screen Guild Players.



BRAHAM, HORACE
Woman of Courage, Easy Aces, Helen Hayes, The Goldbergs.
BREWSTER, JOHN
Woman of Courage, Kate Smith, CBS Workshop, Stella Dallas.
BRISBANE, YVONNE
WCBI, Columbus, Miss.
BRITTON, CLIFTON
WGBR, Goldsboro, N. C.
BROADLEY, EDWARD
Campbell's Soup, Columbia Workshop, Lux.
BROCK, ALAN
WMC-WOR, Joyce Jordan, Salute to Youth, Wrote and Produced "It Might Have Been You."
BRODY, STUART (Steve)
Victory Hour, Armstrong Theater, Land of the Free.
BROWER, VINCENT
WFNC, Fayetteville, N. C.
BROWN, ESTER, SIMON
WFLA, Florida.
BROWN, HELEN
Chase and Sanborn, Big Town, Maxwell House.
BROWN, JEFF
Stage Door Canteen, The Goldbergs, Blue Playhouse.
BROWNING, ETHEL
Helen Hayes, Aunt Jenny, Mr. District Attorney.
BRUCE, BARBARA
Julie, March of Time, Fred Allen.
BRUCE, EDWIN
The Open Door, Report to the Nation, Bright Horizon.
BRUNET, ALFRED
CKAC, Montreal, Canada
BUCKLEY, FLOYD
BUEHLER, BUDDY
Cavalcade of America, March of Time, Regular Fellows.
BUNCE, ALAN
Young Dr. Malone, Rudy Vallee, David Harum.
BURBRIDGE, WILLIAM
March of Time, Readers Digest, Fred Waring's Chesterfield.
BURGESS, HAELE
Marriage Clinic, Big Sister Commercial, Chateau Reporter.
BURKE, GEORGIA
Show Boat, Eddie Cantor, Al Jolson.
BURLEN, MARGARET
Report to the Nation, Behind the Mike, Kitty Kelly.

BURNS, BOB
NBC, The Arkansas Traveler.

BURNS, EILEEN
One of the Fines, True Story, Woman of Courage.
BUSH, HELEN
WGL, Ft. Wayne, Ind.
BUSH, LINCOLN
WGL, Ft. Wayne, Ind.
BYRON, RICHARD
KECA, Magnificent Ambersons, Bill of Divorcement.

— C —

CALVERT, PATRICIA
Kitty Kelly, Just Plain Bill, Lux Radio Theater.
CAMPBELL, MARTIN
KLX, Oakland, Calif.
CAMPBELL, PATSY
Joe & Ethel Turp, Stella Dallas, Manhattan at Midnight.

CANOVA, JUDY
CBS, Judy Canova Show.

CANTOR, EDDIE
NBC, Time to Smile.

CAPELL, PETER
John's Other Wife, Stella Dallas, CBS Workshop.
CARLE, FRANKIE
Horace Heidt's Treasure Chest.
CARLON, FRANCES
Against the Storm, Mary Martin, John's Other Wife.
CARLON-REID, LINDA
The O'Neills, The Parker Family, Dr. Christian.
CARNEGIE, DALE
WOR.


JACK CARSON
Management MCA

CARNEY, DON
MBS, "Uncle Don."
CARPENTER, IMOGEN
WOR, Paul Winchell.
CARPENTER, LAURA MAE
The Goldbergs, Treet Time, Easy Money.

CARSON, JACK
CBS, The Jack Carson Show.

CARTER, MARJORY
KIRO, Seattle, Wash.
CHAMBERS, NORMA
Kathleen Norris, Light of the World, CBS Workshop, Radio Guild.
CHANDLER, GWEN
Camel Caravan, Road to Live. Philip Morris Playhouse.
CHANDLER, RUTH
Radio Guild, Young Dr. Malone, Your Voice and You.
CHANEY, VERIAN MASTERS
KWON, Bartlesville, Okla. Chaney Radio Playhouse.
CHAPMAN, BRUCE
WOR, The Answer Man.
CHARLOTTE JUBILEE SINGERS
WSOC, Charlotte, N. C.

CHIMES, MICHAEL
March of Time, Kate Smith, Rudy Vallee.

CHOAT, HELEN
Nick Carter, Radio Guild, Lux Radio Theater, Lincoln Highway.
CLAIRE, HELEN
Lux Radio Theater, Life of Bess Johnson, The O'Neills.
CLAPP, TOMMY
Blue, Blue Playhouse.

CLARK, LON
WOR, Nick Carter.

CLARK, STEPHEN C.
WGL, Ft. Wayne, Ind.
CLARKE, MARJORIE
March of Time, Big Sister. Radio Guild.
COBB, JEAN ARDEN
18 years in Theater, Productions.
COBURN, BARBARA
Dramatic Shows on local stations in Michigan.
COLBERT, JEAN
CBS Workshop, Radio Guild, Lux Radio Theater.
COLE, SYLVIA
Cisco Kid, Famous Jury Trials, Joe & Ethel Turp.
COLEMAN, CONSTANCE
WHN, Consumers Club; WSFA, Alabama.
COLLINS, TOM
CBS, Dear John.
COLLYER, BUD
WOR, Superman.

CONNER, KARL
WGL, Ft. Wayne, Ind.
CONNERY, JOHN
Texaco Star Theater, Joe & Mabel, School of the Air.
CONSTANTINEAU, RENE
CKCV, Quebec, Canada.
CONTE, JOHN
NBC, Maxwell House.
COOK, TOMMY
CBS, Blondie.
COOPER, JERRY
WOR, Keep Ahead.
CORRELL, CHARLES J.
Amos 'N' Andy.
CORDNER, BLAINE
Pepper Young, Radio Guild, Rudy Vallee.

COSTELLO, LOU
NBC, Abbott & Costello.

COTSWORTH, STAATS
Portia Faces Life, Superman, Behind the Gun, Famous Jury Trials.
COTTEN, JOSEPH
KNX, America, Ceiling Unlimited.
COTTON, ELDA
KYW-WPEN, Philadelphia, Pa.
COULEHAN, MARGARET E.
WTBO, Cumberland, Md.

COURTNEY, ALAN
WOV.

Gertrude Lawrence

Blue Network

CRAMER, MARJORIE
The Black Hood.
CREORE, PHYLLIS JEANNE
Canteen Girl, My True Story. We the People.

CROSBY, BOB
NBC, "Old Gold"

CROWLEY, MATT
We the People, Road of Life, John's Other Wife.
CURLEY, LENN
KYA, San Francisco, Calif.
CURTIN, JOSEPH
Second Husband, Al Jolson, True Story.
CURTIS, E. CLAIRE
Salute to Allies, Freedom's Workshop.

— D —

DAAB, KEN
NBC, Westinghouse.
DABNEY, AUGUSTA
WGN, KPO, KGO.
DA COSTA, MORTON
WCAU-WTMJ, School of the Air.

DALEY, CASS
Guest Apperances on Kraft Music Hall, NBC; Sammy Kaye Program, CBS.

DANDRIDGE, RUBY
CBS, Judy Canova Show.
DANIELS, MARK
KEX-KGW, Portland, Ore.
DARWIN, MARY
Manhattan Mother, Big Town, We, the Abbots.
DAVE, RED RIVER
WOR
DAVENPORT, LEE
KEYS, Corpus Christi, Tex.

DAVIES, GWEN
Blue, "Blind Date."
CBS, "Let's Pretend."

DAVIS, DICK
Lux Radio Theater, I Love a Mystery, One Man's Family.
DAVIS, HUMPHREY
Portia Faces Life, David Harum, Bess Johnson.
DAVIS, JACK
Gangbusters, Helen Hayes, Just Plain Bill.
DAVIS, JOAN
Sealtest Village Store.
DAVIS, LILLIAN
KEX, Portland, Ore.
DAWES, WILLIAM
WCKY, Cincinnati, Ohio, Starlight Trail.
DAWSON, RONALD
WIP, Philadelphia, Pa.
DAY, DENNIS
NBC, Grape Nuts Flakes Program.

DEAN, EDDIE
CBS, Judy Canova Show.

DEANE, VIRGINIA
March of Time, Alice Blair, Manhattan at Midnight.
DeCAMP, ROSEMARY
CBS, Dr. Christian.
DeCOSTA, LIEUT. ED.
WCBI, Columbus, Miss.
DeLEON, RAOUL
March of Time, This Is War, Cavalcade.
DEL TORO, GONOLO
WPAB, Ponce, Puerto Rico.
DeSANTIS, JOSEPH
March of Time, Gangbusters, Kate Smith.
DEVITT, ALAN
Girl Interne.
DICKS, TERRY
School of the Air, Behind the Mike, The Goldbergs, Coast to Coast on a Bus.
DICKSON, ARTELLS
School of the Air, CBS Workshop.
DIEHL, BILL
WGH, Newport News, Va.
DILLON, JAMES
KGB, San Diego, Calif.
DOBSON, JIMMY
The Aldrich Family.
DODGE, VIRGINIA
KGO, San Francisco, Calif.



"This is the new G.I. Bazooka. It ain't doin' bad either."

Bob Burns

DONALD, PETER
WOR, Guess Who?
WOR & NBC, "Can You Top This?"

DONALDSON, TED
Life Can Be Beautiful, Against the Storm.
DONNELLY, ANDY
Hearts in Harmony, Second Husband, Aldrich Family, Philip Morris.
DONNELLY, JIMMY
Martha Webster, The O'Neills, We the People.
DONNERWITH, DIANA JOAN
Our Barn, Coast to Coast, Dr. Christian.
DORN, CYRILLA
Cavalcade of America, David Harum, March of Time, CBS Workshop.

DOUGLAS, DON
Three Musketeers, School of the Air, Friend in Need, Grand Central Station.

DOUGLAS, JACK
NBC, What's New?-
DOUGLAS, SCOTT
Gangbusters, Counter Spy, Aldrich Family, Crime Doctor.
DOUGLAS, SHARON
Sealtest Village Store.

DOWNEY, MORTON
Blue, "Songs by Morton Downey.

DRESSLER, ERIC
Cavalcade of America, Kathleen Norris, Lux Radio Theater.
DREW, BARRY
Cavalcade of America, Kathleen Norris, Lux Radio Theater.
DREW, BARRY
Hollywood, Lux Radio Theater, Woodbury Playhouse.
DREW, DOROTHEA
WCKY, Cincinnati, Ohio, TNT Party.
DREYFUSS, MICHAEL
Let's Pretend, Arch Oboler's Plays for Americans.
DUCHARME, CAMILLE
CKAC, Montreal, Canada.
DUDLEY, MARY
WTOP, Washington, D. C.
DULANEY, MAUDE MARIN
WFLA, Florida.

DUMKE, RALPH
NBC, "Hook 'N' Ladder Follies."

DUNKELBERGER, TOM
WHIO, Dayton, Ohio.

DUNN, EDDIE
CBS, Fun With Dunn.
DUPREE, MINNIE
DURAND, PIERRE
CKAC, Montreal, Canada.

DURANTE, JIMMY
CBS, Jimmy Durante - Garry Moore.

— E —

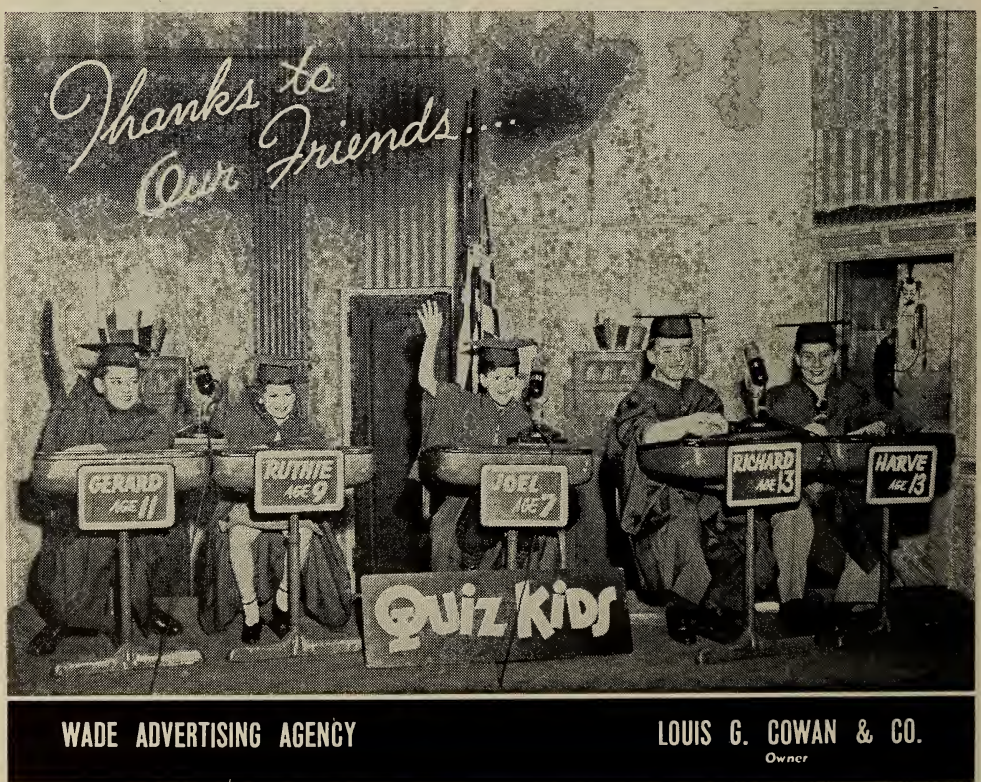
EARLE, GEORGE
KWTO, Springfield, Mo.

ED EAST & POLLY
Blue, "Ladies Be Seated."

EASTMAN, CARL
Helen Hayes, Kate Smith, Mr. District Attorney.
EDMONDS, CLAIRE
CBS, Meet Mr. Meek.

EDWARDS, RALPH
NBC, "Truth or Consequences."

ELDER, C. R.
WOI, Ames, Ia.



ELKINS, JEANNE
Readers Digest, Gangbusters, We Love and Learn.
ELLEN, MINETTA
One Man's Family.
ELLIS, MAURICE
The O'Neills, The Goldbergs, Portia Faces Life.
ELMER, ARTHUR
Thin Man, Pays to Be Ignorant, Blue, Hall of Fame, Basin Street.
ELSPETH, ERIC
Big Sister, Crime Doctor, Grand Central Station.
ELSTNER, ANNE
Stella Dallas.
EMERSON, HOPE
Snow Village, Philip Morris Playhouse, Camel (Durante, Moore)
EMERY, BOB
WOR, Rainbow House.
EMERY, DOROTHY
Little Grey Lady, Our Real Riches, Philip Morris Playhouse.
EMERY, KATHERINE
Our Gal Sunday, Manhattan at Midnight, Listen America.
EUSTIS, ELIZABETH
March of Time, Camel Shows, Big Sister.
EVELYN, JUDITH
CBS
EVERETT, ETHEL
Kate Smith, Hilltop House, The O'Neills.
EVERETT, MICHAEL
Five Star Final.

— F —

FALL, GLASGOW
WGL, Ft. Wayne, Ind.
FANT, ROY
The O'Neills, David Harum, Valiant Lady.
FAUCITT, MRS. E.
KLX, Oakland, Calif.
FAWCETT, GIL
KDAL, Duluth, Minn.
FELDMAN, HARRY
WSIX, Nashville, Tenn.
FELTON, VERNA
Sealtest Village Store.
FIELDS, GRACIE
KHJ, Mutual Don Lee's Victory Show.
FITCH, LOUISE
CBS, That Brewster Boy; NBC, Road of Life, Guiding Light.
FITSIMMONS, GUY
WGL, Ft. Wayne, Ind.

FITZGERALD, ED
WOR, "The Fitzgeralds."

FITZGERALD, PEGEEN
WOR, "The Fitzgeralds."

FLANAGAN, BARBARA
WDGY, Minneapolis, Minn.
FLEMING, ROBERT
WCKY, Cincinnati, Ohio.
FLOWERS, SALLY
WGH, Newport News, Va.
FLYNN, CHARLES
Blue, Jack Armstrong; CBS, Bachelor's Children.
FLYIK, IRENE
KIRO, Seattle, Wash.
FODER, JOE
WJR, Detroit, Mich.
FORBES, MURRAY
CBS, Ma Perkins, Mary Marlin; NBC, Guiding Light.
FORD, HELEN
Rudy Vallee, Paul Whiteman, Ipana, Music Hall of the Air.

FORD, SENATOR
WOR, Can You Top This?

FORESTER, WILLIAM
Uncle Natchel, Report to the Nation.
FORD, PAUL
Manhattan at Midnight, Famous Jury Trials, Ellery Queen.
FOUNTAINAIRES (Quartet)
Sealtest Village Store.
FOX, JANET
Road of Life, Famous Jury Trials, Manhattan at Midnight, School of the Air.
FRAMER, WALT
FROST, ALICE
Big Sister, The Shadow, Philip Morris Playhouse.



☆ MARY MARGARET McBRIDE ☆

"Columnist of the Air"

— G —

GARDE, BETTE
NBC, CBS.

GARDINER, REGINALD
Guest Appearances.

GARDNER, ED (Archie)
Blue, Duffy's Tavern.

GARRETT, EDITH
KXRO, Aberdeen, Wash.

GARVIN, WALTER H.
KLBM, La Grande, Ore.; Bert Blurt the King of the Dunces, and Professor Garvin.

GATES, RUTH
Mr. Keen, We, the Abbotts, Rudy Vallee, Pepper Young.

GAXTON, WILLIAM
NBC, Chase & Sanborn.

GAYNOR, JANET
CBS, Hollywood Showcase.

GEER, WILL
CBS Workshop, School of the Air, Aunt Jenny, Grand Central Station.

GILES, PAUL KIRK
Cavalcade of America, March of Time, Texaco Star Theater.

GILL, ALBERT
WHBC, Canton, Ohio.

GILLEN, DOLORES
When a Girl Marries, Mary Marlin, Amanda.

GILMAN, LUCY
One Man's Family, Bachelor's Children, I Love a Mystery.

GILMORE, DOUGLAS
We Are Always Young.

GILMOUR, ELLEN M.
Women's News Health Meter.

GIROUX, ANTOINETTE
CKAC, Montreal, Canada.

GISCOM, BERT
WPEN, Philadelphia, Pa.

GODFREY, ARTHUR
WABC, "Arthur Godfrey."

GOLDSTEIN, HARRY
WJR, Detroit, Mich.

GOODKIN, ALICE SHERRIE
Kitty Foyle, Bright Horizons, Easy Aces.

GOODWIN, BILL
CBS, George Burns and Gracie Allen.

GORDON, CHARLES
Ellery Queen, School of the Air, Pursuit of Happiness.

GORDON, DON
Ma Perkins, Road of Life, Hot Copy, Captain Midnight.

GORCEY, LEO
CBS, Blue Ribbon Town.

GOSDEN, FREEMAN F.
Amos 'N' Andy.

GOSE, CARL
Little Orphan Annie, Just Plain Bill, David Harum.

GOULD, JOHN

GOULD, MITZI
The O'Neills, Life Can Be Beautiful, Bess Johnson.

GOULD, SANDRA
Cisco Kid, Armstrong Theater of Today, Bright Horizon.

GRANT, ALLISTER
WGAN, Portland, Me.

GRAY, BILLY
NBC, Abbott & Costello Camel Show.

GREEN, DOROTHY
CBS, Mid-day Serenade; NBC, Tea-Time Tales.

GREEN, MORRIS
WJIM, Lansing, Mich.

GREENE, ROSALINE
Grand Central Station, Valiant Lady.

GREENHOUSE, MARTHA
Chaplain Jim, David Harum, Let's Pretend.

GRIFFIN, ALAN F.
WOSU, Columbus, Ohio.

GRIMMER, TOBY
WJR, Detroit, Mich.

GRISCOM, BERT
WIP, Philadelphia, Pa.

GRUENBERG, SIDONIE
WOR, For Parents Only.

AGNES MOOREHEAD



— H —

HACKETT, W. J.
Five Star Final, Headlines on Parade, Life Can Be Beautiful.

HAHN, THEO
WCKY, Cincinnati, Ohio; Did You Know?

HAINES, LARRY
Man Behind the Gun, Mr. District Attorney, Stage Door Canteen.

HALEY, JACK
Sealtest Village Store.

HAMERSHAM, DOUG
CJCA, Alberta, Canada.

HAMILTON, GALE
KPAS, Laredo, Texas.

HANSEN, FLORENCE
KBIZ, Ottumwa, Ia.

HARE, WILL
They Burned the Books, Salute to Youth, March of Time, True Story.

HARRIS, ARLENE
Blue, Al Pearce Show.

HARRIS, SIBYL
WSIX, Nashville, Tenn.

HARTEL, PATSY
KLZ, Denver, Colo.

HARVEN, JANE
WCCO-KSTP, Commercials, Lipton Tea.

HATHAWAY, JOY
Amanda of Honeymoon Hill, March of Time, Myrt and Marge.

HAYDN, TERRY
WSIX, Nashville, Tenn.

HAYNE, HELEN
WGN, Chicago, Kitty Keane; Mary Marlin, Court of Missing Heirs.

HAYWARD, JOYCE
We the Abbotts, Meet Mr. Meek, Manhattan at Midnight.

HENDRICKSON, ROD
Gang Busters, Molle Mystery Theater, Mr. and Mrs. North, Information Please.

HENEBERGER, PAUL
WJR, Detroit, Mich.

HEREFORD, JOHNNIE
CBS

HERMAN, GEORGE
The Goldbergs, Radio Guild, Texaco, Valiant Lady.

HERSHFIELD, HARRY
WOR, Can You Top This.

HERSHOLT, JEAN
CBS, Dr. Christian.

HILDEBRAND, MARTHA
WSYR, Syracuse, New York.

HILL, RUTH K.
Helen Mencken, Treasury Hour, Irene Rich, Silver Theater.

HILLIARD, HARRIET
NBC, Red Skelton Show.

HILLIAS, MARGARET
KCMO, Kansas City, Mo.! Home Edition of the News.

HINER, VERN
KMYR, Denver, Colo.

HIRST, DON
Silver Theater, Calling All Cars, Adventures of Frank Farrell.

HOENY, WINFIELD
Mystery Man, Kitty Kelly, The Shadow, Myrt and Marge.

HOIER, TOM
The World Is Yours, Mystery Man, CBS School of the Air, Kathleen Norris.

HOLAHAN, ANNE
Arch Oboler Plays, 26 By Corwin, Grand Central Station, Report to Nation.

HOLLAND, JOSEPH
Gangbusters, Rudy Vallee, Kate Smith Show, John's Other Wife.

HOLLAND, ROBERT
Renfrew of the Mounted, Joe and Ethel Turp.

HOLMES, LOIS
Hearts in Harmony, Big Sister, Five Star Final, Mr. Keen.

HOLMES, R. D.
KAST, Astoria, Oregon.

HOLT, VIVIAN
Second Husband, Widder Brown, Just Plain Bill.

AL PEARCE

Broadcasting from

FUN VALLEY

Sponsored by DR. PEPPER

Written by

JOHN EUGENE HASTY

The Blue Network Sunday Afternoon 1:00 P.M., P.W.T.

HOMEIER, SKIPPY
Second Husband, Our Gal Sunday, Reg'lar Fellers, Just Plain Bill.

HOPE, BOB
NBC, "Pepsodent Show."

HOPKINS, BARRY
Famous Jury Trials, Aldrich Family, Portia Faces Life, Second Husband.
HOPPER, HEDDA
CBS, Hollywood Showcase.
HORTON, EDWARD EVERETT
CBS, Blue Ribbon Town.
HOUSTLE, ALICE
KOIL, Omaha, Neb.
HOWRAD, EUNICE
Pepper Young's Family, American Family Robinson, Fred Allen Show, Kathleen Norris.
HOWARD, TOM
WOR, It Pays to Be Ignorant.
HOWES, MARY
Life Can Be Beautiful, Young Dr. Malone, Sky Over Britain, Letters to London.
HOWLETT, ERIC
WJR, Detroit, Mich.
HUBBARD, IRENE
Claudia, Helpmates, Amanda of Honeymoon Hill, Our Gal Sunday.
HUGHES, PAUL
WJR, Detroit, Mich.

HULL, WARREN
CBS, "Vox Pop."

HULICK, BUDD
NBC, "Hook 'n' Ladder Follies."

HUMPHREY, WAT
KGO, San Francisco, Calif.
HUNDINGER, RENA
Surprise Party, Sunrise Service, Drama Time.
HUTTON, ELDA
WJOB, Hammond, Ind.

— I —

INGLISE, ELIZABETH
Manhattan at Midnight, We the People, Reader's Digest, Blind Date.
INTRATOR, ILSE
Dedicated to the Truth, Our Secret World.
IRELAND, JOHN
Native Son, Ave Maria Hour.
IRVING, IRENE
WHAM-WHCU-WAGE
IVES, RAYMOND, JR.
Adventures of a Modern Mother, John's Other Wife, Lone Journey, P. G. Commercials.

— J —

JACKSON, JILL
WWL, New Orleans, La.
JAMES, IRMA
Road of Life, Helen Trent, Five Star Final.
JAMES, SYLVIA
KYW, Philadelphia, Pa.
JANIS, ELSIE
CBS, California Carry On.

JARVIS, AL
NBC, CBS.

JENKS, HART
KOIL, Omaha, Nebr.
JEPHSON, EDWARD
Mystery Man, Light of the World, Crime Club.
JOHNSON, JASEN
WPEN, Philadelphia, Pa.
WIP, Philadelphia, Pa.

JOHNSON, PARKS
CBS, "Vox Pop."

JONES, PAUL M.
WFLA, Florida.

JORDAN, JIM
NBC, Fibber McGee and Molly.



REGINALD GARDINER

JORDAN, MARION
NBC, Fibber McGee and Molly.

JOSTED, DORIS
KEX, Portland, Ore.

JOSTYN, JAY
NBC, "Mr. District Attorney."

JOYCE, BARBARA
Famous Jury Trials, Bright Horizon, Ava Maria Hour.

JOYCE, REGIS
Ellery Queen, When a Girl Marries, Grand Central Station.

— K —

KACKLEY, OLIVE
WCKY, Cincinnati, Ohio; Prolog.

KADEL, CARLTON
CBS, In Time to Come.
Blue, Red Ryder.

KAREN, ANNA
Commandos, Phillip Morris Playhouse, Superman.

KAUFMAN, IRVING
WSYR, Syracuse, N. Y.

KAY, MARY
WMAM, Marinette, Wisc.

KAYE, MILTON
Blue Network.

KAYE, VIRGINIA
Chaplain Jim, Treasury Star Parade, Manhattan at Midnight.

KEANE, CHARLOTTE
Lorenzo Jones, My True Story, Men, Machines and Victory.

KEATH, DONNA
Judy and Jane, Ma Perkins, Helen Trent, CBS Workhouse.

KEANE, TERESA (Teri)
Aldrich Family, David Harum, Gangbusters.

KEEFER, DON
Blondie (Coast), Just Plain Bill, NBC Television Show—Marco Polo.

KEENE, WILLIAM
That They Might Live, Radio Readers Digest, Counterspy.

KEITH, MAXINE
From Me to You, 7 to 17 Club, Musical Contrasts.

KEITH, RICHARD K.
Bright Horizon, Mary Marlin, Aldrich Family.

KELK, JACKIE
NBC, "Aldrich Family."

KELLER, GENE
WJOB, Hammond, Ind.

KELLER, EVELYN
WOSU, Columbus, Ohio

KELLY, JOSEPHINE
WGL, Ft. Wayne, Ind.

KELSO, BILL
KNX, "Bill Kelso Record Session."

KENYON, EULALEE
WGL, Ft. Wayne, Ind.

KERMAN, DAVID
CBS, Stage Door Canteen. Blue, Dick Tracy, Hall of Fame.

KIBBY, GORDON 4
WLAV, Grand Rapids, Mich.

KIERCE, HAL
KFQD, Anchorage, Alaska

KILPACK, BENNETT
Mr. Keen, Young Widder Brown, Linda's First Love.

KING, JEAN
Death Valley Days.

KING, JOHN REED
WOR, Double or Nothing.

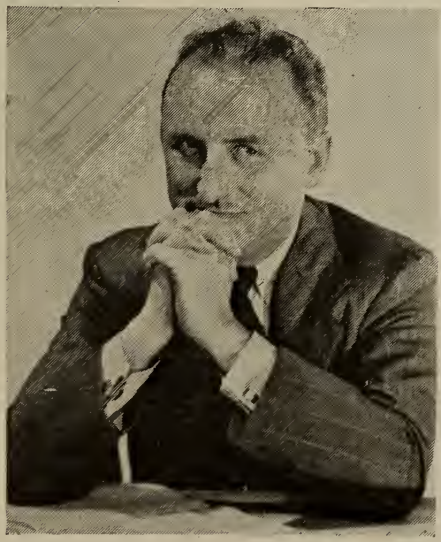
KING, WALLY
KLX, Oakland, Calif.

KIRBY, BETTY
WSNJ, Bridgeton, N. J.

KIRKLAND, ALEX
Helen Hayes, Big Sister, School of the Air.

KIRKLAND, MURIEL
Kate Smith, Rudy Vallee, Lux Radio Theater, Central City.

THE FITZGERALDS...WOR





Edward • Pegeen

KITTELL, CLYDE
Mary Foster, American Family, Robinson, Lowell Thomas.

KNIGHT, ETHEL BLUME
Easy Aces, Aldrich Family, Joyce Jordon.

KOHL, ARTHUR
Mary Marlin, Right to Happiness, Ma Perkins.

KOSTE, JAN
WJR, Detroit, Mich.

KOTHE, DICK
KDAL, Duluth, Minn.

KROEGER, BERRY
NBC, CBS.

KUMMER, ELOISE
NBC, Hot Copy.

— L —

LaBELLE, CLAUDE
KGO, San Francisco, Calif.

LaBELLE, RUPERT
Story of Mary Marlin.

LAKE, ARTHUR
CBS, Blondie.

LANGE, HENRY
WHIO, Dayton, Ohio.

LANGLEY, ROLLY
KGO, San Francisco, Calif.

LANNARD, HERBERT
Free World Theater, Lux Radio Theater, Lights Out.

LARABEE, LOUISE
Jury Trials, Valiant Lady, Mary Marlin.

LATIMER, ED.
The Thin Man, Saturday Evening Post, Prudential Hour, Gangbusters.

LAURIE, JOE, JR.
WOR, Guess Who? Can You Top This?

LAWLER, RUSSELL A.
WJIM, Lansing, Mich.

LAWRENCE, CATHY
Helen's Home, Pepper Young's Family, Road of Life.

LAWRENCE, GERTRUDE
Blue, "Revlon Revue."

LAYNE, ZELLA
I Want a Divorce, Hawthorne House, Dr. Kate.

LAZAR, WILLIAM
Philip Morris Playhouse, Crime Doctor, Bond Wagon.

LEAF, ANN
Woman of Courage, Amanda of Honeymoon Hill, Lorenzo Jones.

LEDOUX, LEONE
CBS, Blondie.

LEE, MADELINE
Report to the Nation, Columbia Workshop, Bright Horizon.

LEEDS, DAVID
Your in the Army Now, On Your Job, Aldrich Family.

LeGRAND, DICK
The Great Gildersleeve.

LEHR, ELMER
Valiant Lady, Radio Guild, World Is Yours.

LEIGH, SYLVIA
March of Time, Aldrich Family, We, the People, Manhattan at Midnight.

LEMKE, IRMA
WGY, Schenectady, N. Y.

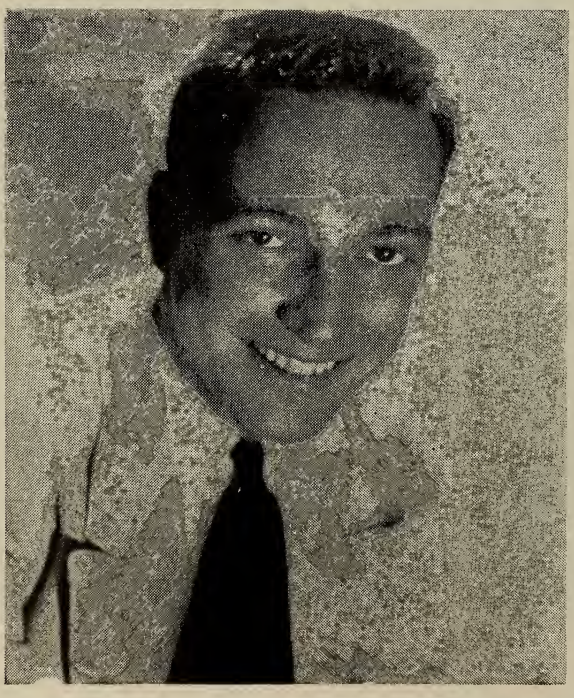
LENROW, BERNARD
Fred Allen, Kate Smith, Ripley, Easy Aces.

LEON, PAUL
Star Theater, Kate Smith, Campbell Playhouse.

LEONARD, GENE
Gang Buster, Ellery Queen, Second Husband.

LEONE, DANNY
Aldrich Family, Superman, Pepper Young's Family.

LESSER, JERRY
Gangbusters, Mr. District Attorney, Rudy Vallee.



GARRY MOORE

on the air for

CAMEL CIGARETTES

CBS — FRIDAY
10:00-10:30 *P.M.* (*E.W.T.*)

Management
National Concert and Artists Corp.

LEWIS, ABBY
Dr. Christian, City Desk, By Kathleen Norris, Aldrich Family.
LEWIS, BILL
WALL, Middletown, N. Y.
LEWIS, FORREST
CBS, I Love a Mystery.
LEWIS, JEAN
Cynthia Stevens, Little Blue Playhouse, Aldrich Family.
LEWIS, RALPH
Mary Marlin, Prudential Family Hour, Woman of America.
LIEBEN, MELVA
KOIL, Omaha, Nebr.

LINKLETTER, ART
KLX, Oakland, Calif. People Are Funny; NBC, What's Doin' Ladies?; Blue, Listen to Linkletter; (CIAA, Shortwave Daily).

LINN, MILDRED
Manhattan at Midnight, Palm Olive, We the People.
LIPTON, BILL
Chick Carter, Boy Detective; Let's Pretend.
LISS, RONNY
Portia Faces Life, Cities Service, Hilltop House.
LITTLEHALES, ELMER
KAST, Astoria, Ore.
LITTLE THEATER GROUP
WSLB, Ogdensburg, N. Y.
LIVINGSTONE, MARY
NBC, Grape Nuts Flakes Program.
LLOYD, JACK
The Commandos, Date with Judy, Air Theater.
LOCKWOOD, PEGGY
KEX, Portland, Ore.; KGW, Portland, Ore.

LORDE, ATHENA
Hearts in Harmony, Savarin Coffee Commercials, Second Husband.

LORING, KAY
Pepper Young's Family, John's Other Wife, Second Husband.

LOVEJOY, FRANK
"Mr. and Mrs. North", Brave Tomorrow.

LOWE, MARILYN
Cavalcade, Helen Hayes, Big Town.
LOWERY, FRED
Horace Heidt's Treasure Chest.
LUDDY, BARBARA
MBS, First Nighter.
LUND, JOHN
Linda's First Love, Prudential Hour, Kate Hopkins.

LUPINO, IDA
NBC, CBS.

LURYE, JAY A.
WDSM, Superior, Wisc.
LYNCH, MARGARET
WTBO, Cumberland, Md.
LYNN, ROBERT
Showboat, Five Star Final, Gangbusters.
LYTELL, WILFRED
Just Plain Bill, Editor's Daughter, Dan Wilson.

— M —

McBRIDE, MARY MARGARET
NBC.

McCAMBRIDGE, MERCEDES
CBS, I Love a Mystery.
McCAAMMON, BESS
CBS, Helen Trent; CBS-NBC, Lone Journey.

Reprint from RADIO DAILY
Monday, Feb. 28, 1944

★CBS "Firsts":
★Favorite Programs: ...FRED ALLEN
★Outstanding Broadcast, 1943:
..CBS OPEN LETTER TO THE AMERICAN PEOPLE
★Top Symphonic and Concert Programs:
...NEW YORK PHILHARMONIC-SYMPHONY
★Top Dramatic Programs:
..LUX RADIO THEATRE
★Top Documentary Programs:
...THE MAN BEHIND THE GUN



NARRATOR
JACKSON BECK

PATHE NEWS
'TASK FORCE'
(U.S. COAST GUARD)
'SUPERMAN'
'TODD GRANT'

ACTOR
ANNOUNCER
'CISCO KID'
'Valiant Lady'
Woman of America

LA. 4-1200



GERTRUDE BERG

Author — Producer — and "Molly" of Radio's Most Beloved Family

"THE GOLDBERGS"

1:45-2 P.M., Monday thru Friday

CBS networks

•

Direction: National Concerts and Artist Corporation

Lawson Zerbe

McCARTHY, CHARLIE
NBC, Chase & Sanborn.
McCAULEY, MYRNA
WDSM, Superior, Wisc.
McCOMB, KATE
The O'Neills, Heart of Julia Blake, Cavalcade, Kate Smith.
McCONNELL, LULU
WOR, It Pays to Be Ignorant.
McCONNELL, MARY
KOB, Albuquerque, N. M.
McCORD, GLENN
KOIL, Omaha, Nebr.
McCOY, JEAN
WOR, Chick Carter; Aldrich Family, Pepper Young's Family.
McDONOUGH, H. T.
KELD, Ark.
McGOVERN, JOHN
Kitty Kelly, Second Husband, Kate Smith.
McKEE, BURTT
WAPI, Birmingham, Ala.
McKENZIE, FAY
CBS, Blue Ribbon Town.
McMILLAN, BERYL
The O'Neills, Life Can Be Beautiful, Bess Johnson.
McMULLEN, DOUG
WGY, Schenectady, N. Y.
McNAUGHTON, HARRY
WOR, It Pays to Be Ignorant.

McNEILL, DON
Blue, "Breakfast Club."

MacALLASTER, IAN
David Harum, Aunt Jenny, Cavalcade of America, March of Time, Family Hour.
MacBRYDE, JACK
Death Valley Days, Mandrake, Amanda of Honeymoon Hill.
MACK, GILBERT
Thin Man, Arch Oboler's Lights Out, Kate Smith.
MacLAUGHLIN, DON
Twig Is Bent, Lincoln Highway, Death Valley Days, Mary Marlin.
MacLELLAN, TERRY
CJFX, Nova Scotia, Canada.
MACY, JERRY
MAHAR, ELLEN
Lorenzo Jones, Hearts in Harmony, Amanda of Honeymoon Hill.

MALONE, TED
Between the Book Ends, History Is Fun.

MANASK, JIMMY
KFQD, Anchorage, Alaska.
MARR, EDDIE
CBS, Jack Carson Show, Roma Show.
MARTENS, RICA
WFAA, Dallas; WBAP, Ft. Worth; KDNT, Danton, Texas, Cap and Bells Program.
MARTIN, CLAIRE
CKCV, Quebec, Que.
MARTIN, LESLIE
KEX, Portland, Ore.

MARX, GROUCHO
CBS, Blue Ribbon Town.

MASSEY, MARY
Intimate Theater, Famous One Act Plays, Lux Radio Theater.
MASTERS, LYNN
Theater of the Air, Peoples' Playhouse.
MATTESON, RUTH
Against the Storm, This Life Is Mine, Lux Theater.
MAXADON, JOHN
WJR, Detroit, Mich.
MAYORAL, RADAMES
WPAB, Ponce, Puerto Rico.
MEACHAM, MALCOLM
Ma Perkins, Kitty Keene, Road of Life.
MEEKS, DON
WWVA, Wheeling, W. Va.
MENKEN, SHEPARD
NBC, Lincoln Highway; Grantland Rice Sport Stories.
MERCER, JOHNNY
NBC, Johnny Mercer's Music Shop.
MEREDITH, JAY
Salute to Youth; NBC, Chaplin Jim; Blue, This Life Is Mine; CBS, Parker Family.
MICHAEL, MARY
Bright Horizons, Lux Theater, Great Plays, Stella Dallas.

"CAN YOU TOP THIS?"



"COLGATE"
NBC

ED. J. WEBER
Gen'l Mgr.
156 W. 44th ST., NEW YORK 18, N. Y.

"KIRKMAN"
WOR



The boy from Syracuse called back to his old home town.

IRVING KAUFMAN

"Happy Jim Parsons"

Radio's Most Versatile Personality

WSYR's Timekeeper

Syracuse, New York

VOX POP

Parks Johnson and Warren Hull

(SINCE '32)

CBS Network Mondays for

BROMO SELTZER

Address: 8-3 Tuscan Court, Great Neck, N. Y.

MICHAELS, ANN
WLAW, Lawrence, Mass.

MILES, OGDEN
David Harum, Stella Dallas, Front Page Farrell.

MILROD, SYLVIA
WINX, Washington, D. C.; Victory Starts at Home.

MILSON, HOWARD
CKCL, Toronto, Ont., Can. "SKCL Workshop."

MINNICK, MAURICE
Gang Busters, The Goldbergs, Portia Faces Life.

MITCHELL, SHIRLEY
The Great Gildersleeve.

MOHR, BETH
KGB, San Diego, Calif.

— N —

MONKS, JAMES
The Campbell Playhouse, The Shadow, Big Sister.

MOORE, GARRY
CBS, Jimmy Durante—Garry Moore.

MOORE, SCOTT
Easy Aces, John's Other Wife.

MOORE, VICTOR
NBC, Chase & Sanborn.

MOOREHEAD, AGNES
CBS, Orson Welles; Jack Carson Show, Mayor of the Town.

MORGAN, RAY
Dr. Susan, Valiant Lady, Americans at Work.

MORRIS, DUDLEY
KWTO, Springfield, Mo.

MORRIS, ELSIE
WPEN, Philadelphia, Pa.

MORRIS, ELSIE LAVENTHOL
WIP, Philadelphia, Pa.

MORRIS, ELSYE
KYW, Philadelphia, Pa.

MORRISON, BRET
First Nighter, Road of Life, Ma Perkins, Chicago Theater of the Air.

MORSE, MOLLY
KGB, San Diego, Calif.

MOULTON, HAROLD
Lights Out, Columbia School of the Air, Houseboat Hannah.

MUELLER, MARVIN
MBS, Helen Trent; First Nighter; CBS, First Line.

MULFORD, ALICE
WSNJ, Bridgeton, N. J.

MUNCH, ANN
WALL, Middletown, N. Y.

MURDOCK, KERMIT
School of the Air, Great Plays, World Is Yours.

MURRAY, MILDRED
Kate Smith, Elsa Maxwell's Party Line.

MYERS, BRUCE
WJR, Detroit, Mich.

MYERS, THELMA
WLPM, Suffolk, Va.

NEBLETT, JOHNNIE
MBS, Shoot the Works.

NEEDHAM, LEO
Big Sister, David Harum, Goldbergs, Valiant Lady.

NEFF, ERNEST
WGL, Ft. Wayne, Ind.

NEGLEY, HOWARD JACK

NEELY, HENRY M.
Philip Morris, Story of Bess Johnson, Orphans of Divorce.

NEHR, JOHN
Hymns of All Churches, National Barn Dance, Fibber McGee.

NEVARD, BILL
Madge Tucker.

NEVARD, BUDDY
American Theater Wing, "Lunch Hour Follies."

NEVILLE, HARRY
The O'Neills, When a Girl Marries, Radio Guild.

NEUMAYER, MARILOU
Blue, Captain Midnight.

NIDAY, KATHLEEN
Mr. District Attorney, Death Valley Days, Just Plain Bill.

Athena Lorde



Comedienne

•

"Hearts In Harmony"
(WORLD)

•

"Young Widder Brown"
(NBC)

•

"Kate Smith"
(CBS)

• *Dialects*
• *Character*

Jim Boles



Leading Man

•

"Molle Mystery Theatre"

•

"Kate Smith"
(CBS)

•

THEATRE

Lead in "Goodbye Again" (B'way Revival)
"Nice patty cakes for Jim Boles in the role the late Osgood Perkins created."
WALTER WINCHELL

Honorable Discharge from
U. S. Army Air Corps.

LEx. 2-1100

Easy Aces



ANN THOMAS

MISS THOMAS.....“EASY ACES”
CASEY.....“ABIE’S IRISH ROSE”
ANNIE..“HEARTS AND HARMONY”
MABEL.....“JOE AND MABEL”
40 *BROADWAY PLAYS*



ED EAST *and* POLLY

“LADIES BE SEATED”

Blue Network

ARLENE HARRIS

NIELSEN, FRANCIS
March of Time, Murder Clinic, Ava Maria Hour.
NILES, KEN
CBS, Judy Canova Show.
NOA, JULIAN
Superman, School of the Air, We the People.
NOLLEY, EDMONIA
Helen Hayes, David Harum, Friend Indeed.
NORMAN, ERIC
Staff announcer WOR MUTUAL.
NORTH, ROBERT
Hight Noon (Detroit).
NUGENT, PAUL
Death Valley Days, Manhattan at Midnight, Easy Aces.

— O —

O'BRIEN-MOORE, ERIN
John's Other Wife, Rudy Vallee Hour, Hammerstein Music Hall.
O'DAY, MICHAEL J., JR.
Big Sister.
ODETS, FLORENCE
Friend Indeed, Lux Radio Theater, Hedda Hopper's Hollywood.
O'FERRALL, PATRICIA
WJR, Detroit, Mich.
OLDHAM, LYNN MARY
Aunt Jenny, Big Sister, We, the People.
OLIVER, FRED
WGL, Ft. Wayne, Ind.
OLIVER, SHERLING
Helen Hayes Theater, Valiant Ladyq, Man I Married.
OLMSTED, NELSON
NBC, World's Greatest Stories.
OLSEN, HAROLD R.
ORR, ANGELINE
WAIT, Chicago, Ill.
ORTIZ, CARLOS RUBEN
WPAB, Ponce, Puerto Rico.
O'SHEA, PATSY
Mary Marlin, Invisible Theater, Bright Horizons.

— P —

PACE, ROSELLA
WTOP, Wash., D. C.
PALES, ESTHER
WPAB, Ponce, Puerto Rico.
PALMER, EILEEN
Man Hunter Mysteries, NBC.
PARKER, ROLLON
WJR, Detroit, Mich.
PARKER, WARREN
Easy Aces, Kitty Kelly, Hit Parade.
PARKS, PAUL
Little Orphan Annie, Lorenzo Jones, Stella Dallas.
PATE, BERNARD
PATTERSON, NEVA
Chicago, Bachelors Children, Ma Perkins, Betty Crocker.

PEARCE, AL

Blue, Fun Valley.

PEARY, HAROLD
The Great Gildersleeve.
PECK, THEODORA
On Your Job, News Comes to Life, My Son and I.
PENDLETON, FIORENCE
Mystery Man, We the People.
PETERSEN, CAROL
Our Barn, Coast to Coast on a Bus, Vic and Sade.
PETERSON, MARY JO
Lands of the Free, Drama of the week, My True Story.
PETERSEN, NANCY
Aldrich Family, Adventures in Reading, We the People.
PETTIT, ALVIN
WGL, Fort Wayne, Ind.
PFISTER, ROBERTA
KYCA, Arizona.
PHELPS, ELEANOR
Armstrong Theater of Today, Columbia Workshop.
PHILLIPS, ANITA
Corwin Cycle, Stage Door Canteen, School of the Air.
PHILLIPS, LYNN
Columbia Workshop, Gangbusters, Believe It or Not.

PIEMONTE, VICTOR

Blue Network — Coast to Coast.

PIERCE, MADELEINE
Pepper Young's Family, Aunt Jenny, Big Sister.



PETER DONALD
"Can You Top This"
NBC MUTUAL



Lurene Tuttle

ED (ARCHIE) GARDNER

Blue Network

Tuesday Nights



JACK ARTHUR

STAGE
Leading Man
Drama and Musical Comedy
1942—Close Runner up
for Best Performance
of year, "Esquire"

RADIO
Singer-Actor
Announcer-Comedy
Currently
Steve Skidmore—When a Girl Marries
Danny Donavon—Gay 90's



Les Tremayne

Co-host with Bob Crosby
OLD GOLD — NBC
7:30 Sundays

Now appearing weekly

"BLIND DATE"
(Singing Commercial)

"LET'S PRETEND"
(Singing Commercial & Script)

Currently: Recordings
with JAN GARBER'S ORCHESTRA

GWEN DAVIES

(Actress - Singer)

1942—Staff Singer at C.B.S.
Transcript series for "Jelke's Margarine"

1943—Featured vocalist with BOBBY SHERWOOD ORCHESTRA

IN PERSON—ROXY theatre, N. Y.
R.K.O. theatre, Boston
PALACE theatre, Cleveland
SHUBERT theatre, New Haven
CAMDEN theatre, Camden, N. J.
EARLE theatre, Philadelphia

Splotlight Bands for Coca-Cola

PODMORE, WILLIAM
Joyce Jordan, Second Husband. Great Plays.
POE, AILEEN
Valiant Lady, That's Life, When a Girl Marries.
POLIAKOV, JULIA
Personal Column of the Air, 25 Years Ago, First Offender.
POLLARD, ROBERT
WTOP, Wash., D. C.
POPKIN, LILLIAN
WJR, Detroit, Mich.
POWELL, DICK
Campana Serenade—CBS.
POWERS, LEONA
Betty and Bob, Helen Hayes, Second Husband.
PRENTISS, ED
Captain Midnight, Blue.
PRESTON, WALTER
The Show Shop WOR.
PRICE, HILDRED
Court of Missing Heirs, Ma Perkins, Kitty Keene.
PRINDAVILLE, MAYBELLE
Authors Playhouse NBC, Chicago Theater of the Air MBS.
PROVENDIE, ZINA
American Theater of the Air. The Goldbergs, It's Up to You.
PUTMAN, GEORGE ARTHUR
Portia Faces Life, Can You Top This, Boscul Coffee News.
PYLE, JACK
WGH, Newport News, Va.

— Q —

QUIZ KIDS
Blue.

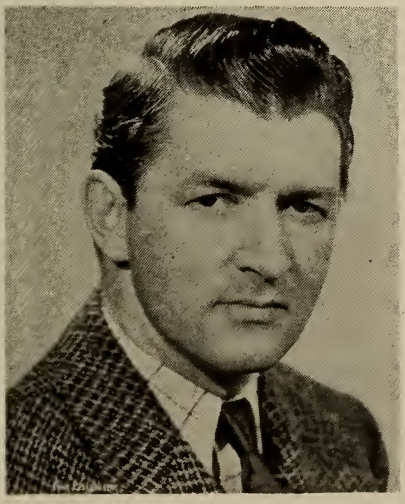
PROFESSOR QUIZ
NBC.

— R —

RAFFETTO, MICHAEL
One Man's Family.
RANDOLPH, LILLIAN
The Great Gildersleeve.
RASKYN, SAM
Claudia and David, Duffy's Tavern, Aldrich Family.
RAWLS, EUGENIA
Kate Smith. We the People.
REED, MRS. HERBERT GARR
KEX, Portland, Ore.
REED TOBE
Club Good Cheer—Blue.
REES, EDWARD R.
WMWM, Marinette, Wis.
REESE, JIMMY
WGST, Atlanta, Georgia.
REESE, TAYLOR
Helen Trent, CBS, Road of Life, NBC.
REINHART, ALICE
Life Can Be Beautiful, Gangbusters, Romance Inc.
REISS, EDA
Joe & Mabel, Campbell's Short Story, The Avenger.
REMEY, ETHEL
Ellery Queen, Hearts in Harmony, Eddie Cantor.
RENAN, EMILE
Columbia School of the Air, Commandos, Fred Allen.
REYES, STANLEY
WWL, New Orleans, La.
RICE, ARLENE (ALLYN)
Manhattan at Midnight, Kate Hopkins, Play Digest.
RICE, SALLY
KEX, Portland, Ore.
RICH, IRENE
Dear John-CBS.
RICHARDS, KURT
March of Time, My Daughter Betty, Renfrew of the Mounted.

RIGGS, TOMMY
"Tommy Riggs & Betty Lou."

RILEY, GEORGE
Furlough fun for Gilmore Oil, NBC.
RISK, SYDNEY
CKJA, Edmunton, Canada.
ROBBIN, JANE
Gangbusters, Mr. District Attorney, Phillip Morris.
ROBERTS, KENNETH
Joyce Jordan, General Electric, Easy Aces.



JAY JOSTYN
"MR. DISTRICT ATTORNEY"



MILDRED MURRAY
Dramatic Artist, Commentator
Popular and Semi-Classical Singer
LExington 2-1100

BUDD HULICK

"Mister Thimbledrip"

in

HOOK 'N' LADDER FOLLIES

N B C

Saturdays, 11-11:30 a.m., E.W.T.



ART LINKLETTER

"People Are Funny"
—NBC—

"What's Doin', Ladies"
—Blue—



DON DOUGLAS

COMMERCIAL ANNOUNCING
NARRATION—HEAVIES—STRAIGHTS
CHARACTER COMEDY
IMPERSONATIONS — ALL DIALECTS
"Reader's Digest"
"American School of the Year"
"Portia Faces Life" "Mr. & Mrs. North"
and
"THE BLACK CASTLE"
One-Man Mystery Show via WOR-Mutual
Radio Registry: LA. 4-1200
Exchange: LEx. 2-1100
Mgt.: Mike Special, 48 W. 48th St., New York City

RALPH DUMKE

"THE TWO-MINUTE MAN"

WEAF, 8:15-8:30 a.m.
(Mon. Thru Sat.)

"HOOK 'N' LADDER FOLLIES"

NBC, Saturdays, 11-11:30 a.m.

Featured on Broadway in

"THE MERRY WIDOW"

ROBINSON, BARTLETT
Woman of Courage, Boy Meets Bond, Helen's Home.
ROBINSON, LARRY
Woman of Courage, Phillip Morris, Helen Hayes.

ROCCO, MAURICE
NBC, CBS.

ROCHE, JOHN
ROOS, JOANNA
Famous Jury Trials, Strange as It Seems, Joyce Jordan.
ROPER, PRES
WCED, DuBois, Pa.
ROSKOVSKAYA, MIRA
The Goldbergs.
ROSS, EARLE
The Great Gildersleeve.
ROSS, NORMA JEAN
That Brewster Boy, CBS.
ROTH, BEA
Marlowe's Gate, Once a Week, Paula Stone.
ROUNTREE, RIDGE
WGST, Atlanta, Georgia.
ROUTH, GEORGE
KIRO, Seattle, Wash.
ROY, CECIL
Goldbergs, Amanda of Honeymoon Hill, March of Time.
ROYLE, SELENA
Kate Hopkins, Woman of Courage, Strange as It Seems.
ROZAN, GERTA
Report to the Nation, Counter Spy, Famous Trials.
RUFFNER, TINY
The Better Half—WOR
RUNYON, HELEN
Special Features Division WBNX, Small Town Girl, Grandma Stays Alone.
RYAN, EDDIE, JR.
Aunt Jenny, Orson Welles, Kitty Kelly.
RYAN, PATRICIA
Claudia & David
RYDER, KLOCK
WJR, Detroit, Mich.

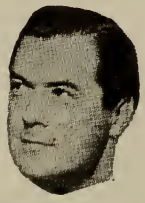
— S —

SAGER, AL
WJR, Detroit, Mich.
ST. JOHN, HOWARD
Valiant Lady, Chase & Sanborn, Rudy Vallee.
SAN, BARBARA
Phillip Morris Playhouse, Men in Action, WFLA, Florida.
SASADA, NORMA.
Young Widder Brown, Linda's First Love, Chaplain Jim.
SAUNDERS, BILL
WJR, Detroit, Mich.
SCHIEN, SYLVIA
WLPM, Suffolk, Va.
SCOTT, MELVA
Echoes of N. Y., Book Theater, Women in Aviation.
SCOTT, SYDNA
Big Sister, True Story, Kitty Kelly.
SCOURBY, ALEXANDER
Against the Storm, Wheatena Playhouse, Joyce Jordan.
SCULLY, FRANCES
Blue Network—Speaking of Glamour.
SEDELL, AMY
Death Valley Days, Easy Aces, Kate Smith.
SELIGMAN, CLARENCE
WSIX, Nashville, Tenn.
SEROTA, SAM
WIP, Phila., Pa.
SERVATIUS, RAY
WSYR, Syracuse, N. Y.
SEYMOUR, JOHN D.
Mary Marlin, Superman.
SHAYNE, ROBERT
Grand Central, Portia Faces Life, Dr. Malone.
SHARPE, VIRGIL
KOIL, Omaha, Nebr.
SHEEHAN, TESS
Woman of Courage, Young Dr. Malone, Claudia.

SHEFTER, BERT
Blue Network — Coast to Coast.

SHELDON, (NED)
Aunt Jenny, Portia Faces Life.
SHELDON, WYNN
WWVA, Wheeling, W. Va.
SHELTON, GEORGE
It Pays to Be Ignorant, WOR.

FRANK
LOVEJOY



"MAN BEHIND THE GUN"
"MR. & MRS. NORTH"
"BRAVE TOMORROW"
"JOYCE JORDAN"

•

LAckawanna 4-1200



ED LATIMER

Sincere thanks to the Agencies and members of the Radio Directors Guild who keep me busy.



ALAN COURTNEY

"1280 Club"—WOV

7:30-10 P.M. DAILY

NEW YORK

ETs World Broadcasting

Columbia Pictures Shorts

BERRY KROEGER

Management

A. & S. Lyons

Hello There!

from

TED MALONE

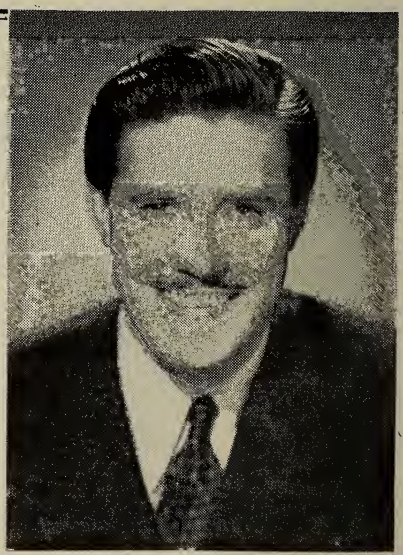
and

ROSA RIO

•

"Between the Book-ends"

15th Year on the Networks



LON CLARK

Title Role in "NICK CARTER"

Actor

Announcer - Narrator

LA. 4-1200

SHERIDAN MICHAEL
Lux Radio Theater, Famous Trials of History, Old Ranger.

SHERIN, LEO "UKIE"
Kraft Music Hall, NBC.

SHERMAN, ELEANOR
The Goldbergs, Oxydol, Kleenex.

SHERMAN, RANSOM
Fibber McGee & Molly.

SHIELDS, HELEN
Kathleen Norris, The O'Neills, Amanda of Honeymoon Hill.

SHIPP, MARY
Screen Guild Theater, We, the People, Dr. Christian.

SHOCKEY, DELORIS
WGL, Fort Wayne, Ind.

SHORE, DINAH
Dinah Shore Program, CBS.

SIMMS, GINNY
Johnny Presents Ginny Simms, NBC.

SINGLETON, PENNY
Blondie, CBS.

SKELTON, RED
Raleigh Program, NBC.

SKINNER, CORNELIA OTIS
Dinah Shore Programs, CBS.

SKULNIK, MENASHA
The Goldbergs, Abie's Irish Rose

SKYLAR, SUNNY
WOR.

SLATER, TOM
This is Fort Dix, WOR.

SLOANE, EVERETT
Our Gal Sunday, Betty & Bob, Girl Interne.

SMITH, ARCHIE L.
WFVA (Blue), Fredericksburg, Va., WCHV, WOR.

SMITH, CLAY W.
WGL, Fort Wayne, Ind.

SMITH, CORA B.
Phillip Morris Playhouse, Aldrich Family, Joyce Jordan.

SMITH, EARL
"The Four Eton Boys."

SMITH, EVELYN
WJDX, Jackson, Miss.

SMITH, HOWARD
Aldrich Family, Hit Parade, Kate Smith.

SMITH, MARK
Witch's Tale, Eno Crime Clues, Mr. Meek.

SMITH, SYDNEY.
Home Sweet Home, David Harum, The O'Neills.

SMOLEN, VIVIAN
Stella Dallas, Martha Webster, Short, Short Story.

SMYTHE J. ANTHONY
One Man's Family.

SNERD, MORTIMER
NBC, Chase & Sanborn.

SOBEL, THELMA RAY
Archie, Rainbow House.

SOMERS, CAROLE
Bright Horizons, Bishop and the Gargoyle, Cavalcade of America.

SORIN, LOUIS
Cisco Kid, The Goldbergs, Manhattan at Midnight.

SORRELL, DORIS
Poetry & Music WKBW, Buffalo, N. Y., WWRL, L. I.

SOTHERN, HARRY
Kitty Foyle, Counter Spy, True Story.

SOUBIER, CLIFF
Lone Journey, CBS-NBC.

SQUIRE, KATHARINE
Light of the World, Friend Indeed, School of the Air.

STACK, MRS. BETTY
KYCA, Arizona.

STACK, LEO
KYCA, Ariz.

STAFFORD, HANLEY
Blondie, CBS.Maxwell House.

STANLEY, MILTON
Our Secret World, Dedicated to the Truth.

AL JARVIS



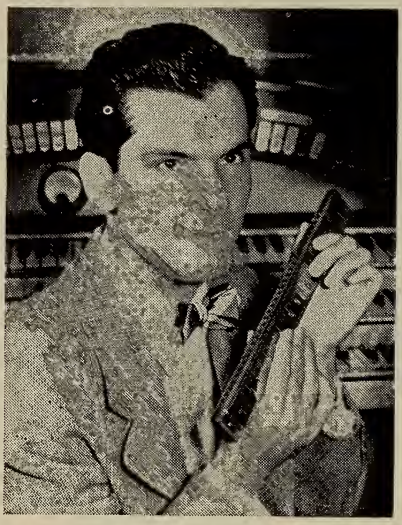
I WISH IT WERE

Hey Bing--

I'm Back



Kraft Music Hall



RING **"CHIMES"**
AT LExington 2-1100
for a Harmonica Player
ALSO OCARINA, UKELELE
NOVELTY SOLOS, THEMES, BACKGROUNDS



JACKIE KELK
"Homer"



EDDIE "ROCHESTER" ANDERSON



EDDIE DEAN
JUDY CANOVA SHOW — CBS

STARK, CHARLES
Kate Smith Hour, Gabriel Heatter, Frank Singeiser.
STARK, RICHARD S.
Hour of Charm, Cavalcade of America, Life Can Be Beautiful.
STARKE, JOE
WJR, Detroit, Mich.
STAVISKY, LOTTE
Against the Storm, Great Plays Radio Guild.
STELHI, EDGAR
Mr. Keen, The Goldbergs, Easy Aces, Aldrich Family.
STEVENSON, ALLAN
Gangbusters, Salute to Youth, Mary Marlin.
STEWART, BECKY ANN
WGL, Fort Wayne, Ind.
STEWART, BETTY
Chase & Sanborn, Lux Radio Theater, Manhattan at Midnight.
STEWART, LINCOLN
KEX, Portland, Ore., KGW, Portland, Ore.
STEWART, PAUL
March of Time, Easy Aces, CBS Work-Shop, Crime Doctor.
STONE, AL
KWTO, Springfield, Mo.
STONE, ANNE
Bright Horizons, Joyce Jordan, Bulldog Drummond, Aldrich Family.
STONE, SID
WOI, Ames, Iowa.
STONE, SIDNEY
War Information Program, Joe & Ethel Turp.
STOUT, HAROLD
WGL. Fort Wayne, Ind.
STRONG, MICHAEL
Helpmates, Bright Horizons, Underground.
STUART, SANDRA
Aunt Jenny, Valiant Lady, Alibi Club.
SUBER, RAY
NBC Artists Service.
SULLINS COLLEGE
WOPI, Bristol, Tenn.
SUMMERS, ORRIE
WWL, New Orleans, La.
SUTHERLAND, ELIZABETH
Counterspy, Amanda of Honeymoon Hill, Radio or Readers Digest.
SWEENEY, BOB
KYA, San Francisco, Calif.
SWEET, BEN
WMAS, Springfield, Mass.

— T —

TACHNA, EDITH
Great Plays, Hilltop House, Fleishman Yeast.
TACKNEY, STANLEY
Know Your Allies, WEVD, WBNX Fighting Men, WWRL, Fireside Hour, AAT.
TANSELL, BERTRAM
Commandos, We Love and Learn, Suspense.
TATE, RICHARD
KGO, San Francisco, Calif.
TATE, BETH
Murder Clinic, Aunt Matilda WOR Playhouse.
TAYLOR, LEE
KYCA, Prescott, Ariz.
TAYLOR, REESE
Lone Journey, Mary Marlin, Romance of Helen Trent.
TERRY, JOY
Hobby Lobby, Woman in Love, Young Dr. Malone.
TERRY, RENEE
March of Time, Kate Smith, Henry Aldrich.
TETLEY, WALTER
NBC, The Great Gildersleeve.
TETZEL, JOAN
Woman of Courage, When a Girl Marries, Life Can Be Beautiful.

THOMAS, ANN
CBS, Easy Aces; NBC, Abie's Irish Rose; NBC, Cavalcade of America.

THOMPSON, D. J.
Right to Happiness, Ma Perkins, Lonely Women.
THOR, JEROME
The Avenger, Murder Clinic, Joe & Ethel Turp.

THANKS

TO THE FOLKS IN SHOW BUSINESS

and to

RADIO DAILY

FOR HELPING TO KEEP

CAFE SOCIETY DOWNTOWN

CAFE SOCIETY UPTOWN

CROWDED AND EXCITING

BARNEY JOSEPHSON

PROPRIETOR

IVAN BLACK—Publicity

"Number One Star Maker"

Billboard's 6th Annual

Radio Publicity Survey, 1943

IVAN BLACK

PUBLICITY

COAST TO COAST

STAGE SCREEN RADIO

128 EAST 58th STREET, NEW YORK

PLaza 3-1049

PLaza 3-1006

•

After May 1, 1944

400 Madison Ave., N. Y. C.

PLaza 3-1049

PLaza 3-1006

THORNTON, WILLIAM
Kitty Foyle, The Goldbergs, Pepper Young's Family.
TILLMAN, JOHN
Prince Matchabelli Perfumes, Frank Sinatra Show, Andre Kostalanetz Show.
TILTON, MARTHA
CBS, Campana Serenade.
TIPPETT, MARVILYN
WMAZ, Macon, Ga.
TODD, JOHN
WXYZ, Detroit, Mich.
TOTTER, AUDREY
Bright Horizons, Reader's Digest, Right to Happiness.
TRAVIS, KAY
KMBC, Kansas City, Mo.

TREMAYNE, LES

NBC, Bob Crosby & Co., Old Gold Show, Kraft Music Hall, Sound Off.

TRIER, RYC
KDKA
TUELL, GORDON
KIRO, Seattle, Wash.
TURNER, WALTER
WWVA, Wheeling, W. Va.

TUTTLE, LURENE

NBC, The Great Gildersleeve; CBS, Dr. Christian, Blondie.

TWEDDELL, FRANK
Against the Storm, Valiant Lady, We the People.
TYLER, BETTY JANE
Helpmate, Myrt and Marge, We Love and Learn.

— U —

UNDERWOOD, IRENE
WSYR, Syracuse, N. Y.

— V —

VALENTY, LILI
Texaco Star Theater, Radio Guild, Pursuit of Happiness.
VAN PATTEN, DICKIE
The Aldrich Family, David Harum, Duffy's Tavern.
VAN ROOTEN, LUIS
CBS Workshop, School of the Air, David Harum, Valiant Lady.
VAN SICKLE, RAYMOND
David Harum, Dr. Malone, Julia Blake.
VASS, VIRGINIA
My True Story, Death Valley Days, Eddie Cantor.
VAUGHAN, BERYL
NBC, Helpmate.
VESSEL, BOB
WWVA, Wheeling, W. Va.
VICTOR, PAULA
Kate Smith, True Story, We the People.
VIDAL, WILLIAM H.
WGH, Newport News, Va.
VINTON, TESSA
Mr. Keen, Lorenzo Jones, We the People.
VIRGINIA INTERMONT COLLEGE
WOPI, Bristol, Tenn.
VITEZ, JOAN
Claudia, and David; The Goldbergs, Aunt Jenny.
VLEMINOCKX, GERARD
CKAC, Montreal, Canada.

— W —

WADE, VIRGINIA
WCED, DuBois, Pa.
WAINWRIGHT, JOHN
WGL, Ft. Wayne, Ind.
WALKER, BETTY
WALKER, JAMES J.
WOR
WALKER, MARGUERITE
Big Sister, Lorenzo Jones, Worlds Greatest Plays.
WALKER, VIRGINIA
WJDX, Jackson, Miss.
WALLACE, LEE
Rainbow House, People's Playhouse, Archie Andrews.
WARD, COLLEEN
Radio Readers' Digest, Columbia Workshop, Manhattan at Midnight.
WARD, GEORGE
Radio Readers' Digest, Kate Smith, Jack Benny Show.

CARL POST

PUBLICITY - PROMOTION
NATIONAL

STAGE — RADIO — INDUSTRIAL

366 MADISON AVE., NEW YORK CITY 17
VANDERBILT 6-3417

SOME 1943 CLIENTS

WASTE PAPER CONSERVATION — ENTIRE EAST WPB SPONSORED
JIMMY DORSEY ORCHESTRA
GANGBUSTERS—BLUE
COUNTERSPY—BLUE
CHARLIE BARNET ORCHESTRA
GEORGE LOWTHER—SUPERMAN
HOP HARRIGAN—BLUE
WBNX, N. Y. PUBLICITY-ADVERTISING
DON MacLAUGHLIN—"GANG BUSTERS"
BERRY KROEGER
BEA WAIN, Hit Parader

1942-43, with Leo Miller and Leonard Feather took the DAVIS-LIEBER firm to the No. 1 spot in the Billboard's Annual Publicity Survey, then took charge of firm, forming Carl Post Associates.

•

PUBLICITY

OUTSTANDING
NATION-WIDE
COVERAGE
FOR
A
DISTINGUISHED
CLIENTELE

•

HARRY TED JAY
SOBOL, HARTMAN & FAGGEN
TWO WEST 45th STREET
NEW YORK 19, NEW YORK
MURray Hill 2-5550

•

WARD, PALMER
Aunt Jenny's Stories, Pepper Young's Family, Famous Jury Trials.
WAREN, HELEN
The Man I Married, Kate Hopkins, Big Town, True Story.
WARREN, FLORENCE MAY
NBC, Sustaining Plays, True Story.
WATSON, LIN
Boy's Town, Edith Adam's Future.
WATTS, ELIZABETH
Our Secret World, Armstrong Theater of Today, We the People.
WEBER, KARL
Helen Trent, Mary Marlin, Bachelors Children.
WEBSTER, CHUCK
WJR, Detroit, Mich.
WESTON, RUTH
Life Can Be Beautiful, Aldrich Family, Kate Smith.
WEVER, NED
Young Widder Brown, Big Sister, Dick Tracy; WOR, Bulldog Drummond.
WGY PLAYERS CLUB
WGY, Schenectady, N. Y.
WHEELER, JOHN
When a Girl Marries, Parade of Progress, David Harum.
WHIPPLE, CLARK (DOC)
The Man I Married, One of the Finest, Liberty Short Short stories.
WHITTED, NORFLEY
WDNC, Durham, N. C.
WIDENHOFER, NORMAN
WGL, Ft. Wayne, Ind.
WIDOM, LIEUT. LEONARD
WCEI, Columbus, Miss.
WILLIAMS, DALE
WOI, Ames, Iowa.
WILLIAMS, FLORENCE
Ave Maria Hour, John's Other Wife, Young Widder Brown.
WILLIAMS, TEX
KYA, San Francisco, Calif.
WILLIAMSON, DUD
KFRC, San Francisco, Calif.
WILLOCK, DAVE
CBS, Jack Carson Show.
WILLS, SI
Sealtest Village Store.
WILSON, EILEEN
Blue, Club Good Cheer.
WILSON, ELEANOR
Denver: Dramatization of Pioneer History.
WILSON, KENNETH
WMBS, Uniontown, Pa.
WINCHELL, PAUL
WOR
WINTER, VAL
WWL, New Orleans, La.
WITHERSPOON, CORA
Against the Storm, The Andersons, Myrt & Marge.
WOLFE, WINIFRED
One Man's Family.
WOLFSON, MARTIN
Betty & Bob, The Goldbergs, CBS Workshop.
WOOD, BERT
WJR, Detroit, Mich.
WOODBURY, FRANCES
Myrt & Marge, The O'Neills, Radio Guild.
WOODS, SIDNEY KING
Child Heroes, Your Boy Reporter, At Our House.
WRAGGE, BETTY
Pepper Young's Family, Manhattan at Midnight, March of Time.

— Y —

YARBOROUGH, BARTON
CBS, One Man's Family, I Love a Mystery.
YORKE, RUTH
Life Can Be Beautiful, John's Other Wife, CBS Workshop.
YOUNG, ROLAND
CBS, Dinah Shore Program.

— Z —

ZALK, ANNETTE
WHKC, Columbus, Ohio.

ZERBE, LAWSON
Against the Storm, Helen's Home, Aunt Jenny.

ZUCKERT, BILL
Life Can Be Beautiful, Lorenzo Jones, March of Time, Kate Smith.

DAVID O. ALBER
ASSOCIATES
NATIONAL
RADIO
PUBLICITY
AND
EXPLOITATION
NEW YORK
30 Rockefeller Plaza
Circle 6-9595
HOLLYWOOD CHICAGO

TOM FIZDALE
INCORPORATED
PUBLICITY AND PUBLIC RELATIONS
485 Madison Ave., New York City
(EL. 5-5580)
1509 North Vine, Hollywood
(HO. 7363)

YOUR HIT PARADE

•

CBS Television

•

Decca Records

•

Liberty Records



Joan Edwards

MCA ARTISTS, LTD.

JERRY WAYNE

●



Management

DELL PETERS

521 FIFTH AVENUE

NEW YORK, N. Y.

VOCAL ARTISTS

And Their Work During 1943

— A —

ADDY, CLYDE
KOIL, Omaha, Nebr.
ALDRICH, GLORIA
WOWO, Ft. Wayne, Ind.
ALKALI IKE
KVNU, Logan Utah
ALLEN, ELDA
WCAE, Pittsburgh, Pa.
ALLISON, FRAN
CBS
ALM, JEANNE
WDAY, Fargo, N. D.
AMBROSE, EVELYN
WAGA, Atlanta, Ga.

AMECHE, DON
Blue, What's New?

ANDERSON, ANDY
KFBK, Sacramento, Calif.
KXRO, Aberdeen, Wash.
ANDERSON, LOUISE
WCBI, Columbus, Miss.

ANDREWS SISTERS
NBC, CBS.

ARAUJO, ARMANDO RIOS
WBAP, Ponce, Puerto Rico
ARIZONA, JOE
KOL, Seattle, Wash.
ARMEN, KAY
WSM, Nashville, Tenn.

ARTHUR, JACK
NBC, CBS.

AYRES, MARLENE
KOY, Arizona

— B —

BABBITT, GERTRUDE
WJR, Detroit, Mich.
BABBITT, HARRY
NBC, Kay Kyser's College of Musical Knowledge.
BAILES BROTHERS, THE
WSAZ, Huntington, W. Va.
BAKER, BETTY
WDAY, Fargo, N. D.

BAKER, JERRY
WMCA, New York, N. Y.

BALL, GEORGE
WXYZ, Detroit, Mich.

BARBER, BETTE
KTUL, Tulsa, Okla.
BARNES, ROY
KPOW, Powell, Wyo.

BARRY SISTERS
WHN, Gloom Dodgers.

BARTLETT, JANE
WFBC, Greenville, S. C.
BATES, BETTY JEAN
WNAX, Yankton, S. D.

BATES, LULU
NBC, All-Time Hit Parade.

BAUER, ELAINE
WCKY, Cincinnati, Ohio; Sophisticates of Swing.
BAUMAN, PATSY
KEX, Portland, Ore.; "Glenn Shelley Presents."
KGW, Portland, Ore.
BAXTER, JEANNE
KDKA, Pittsburgh, Pa.

BEASLEY, IRENE
CBS, "Neighbors."

LUCY MONROE

DIRECTOR OF PATRIOTIC MUSIC

RCA-VICTOR

THE ANDREWS SISTERS



La Verne *Patty* *Maxene*

Per. Mgt. Lou Levy, RKO Bldg., N. Y. C.



CARLOS RAMIREZ

Management

WILLIAM MORRIS AGENCY

BEAUPARLANT, WILLIAM
WCOU, Lewiston, Me.
BENDON, FLORENCE
WFIL, Philadelphia, Pa.
BELLES, HAROLD
WJR, Detroit, Mich.

BERENS, NORMAN
"The Smart Set," NBC, CBS.

BLACKWOOD BROTHERS
KGB, San Diego, Calif.
BOBZIN, VERN
KXEL, Iowa
BOGUE, MERWYN (Ish Kabibble)
NBC, Kay Kyser's College of Musical Knowledge.
BOMBARDIERS, THE
NBC, Johnny Presents Ginny Simms.
BON BON
WCAU, Philadelphia, Pa.
BOND-BARDIERS, THE
CBS, California, Carry On.
BOWER, BETTY
WGY, Schenectady, N. Y.
BRINEY, MARY MARTHA
KDKA, Pittsburgh, Pa.

PHIL BRITO
Blue.

BROOKS, DOROTHA
WTAM, Cleveland, Ohio

BROOKS, JOAN
CBS.

BROWN, DICK
WNEW, New York
BROWN, RUSS
WBBM, Chicago, Ill.
BURNET, CHESTER
WMAZ, Macon, Ga.
BUSH, DON & HELEN
WOWO, Ft. Wayne, Ind.
BYRD, PAUL
WGBR, Goldsboro, N. C.

— C —

CALLOWAY, GLENNA
WSIX, Nashville, Tenn.
CALVIN, ROSEMARY
WJR, Detroit, Mich.
CAMILLO, LUCY
WNAB, Bridgeport, Conn.

CANOVA, JUDY
CBS, Judy Canova Show.

CANTOR, EDDIE
NBC, Time to Smile.

CAP, ANDY & MILT
WCHS, West Virginia
CARLISLE, KAY
WSM, Nashville, Tenn.
CARLISLE, SYLVIA
KOA, Denver, Colo.
CAROL, GEORGE
WJJD, Chicago, Ill.

"CAROLINA"
KYA, San Francisco, Calif.
CARROLL, GENE
WTAM, Cleveland, Ohio
CARROLL, GLORIA
WEEI, Boston, Mass.
CARROLL, GEORGIA
NBC, Kay Kyser's College of Musical Knowledge.
CARROLL, JIM
KWYO, Sheridan, Wyo.
CARTER, BOB
KDKA, Pittsburgh, Pa.
CASE, JEAN
KOL, Seattle, Wash.
CASEY, CLAUDE
WBT, Charlotte, N. C.
CASH, JIMMY
NBC, Bob Burns the Arkansas Traveler.
CASWELL, BRENDA
WHEB, Portsmouth, N. H.
CHAMBERLAIN, CHARLES
CFCY, Charlottetown, P.E.I.
CHARIOTEERS, THE
NBC, Kraft Music Hall.
CHARLES, AUDREY
WWL, New Orleans, La.
CHIODO, ELMIRO
KLX, Oakland, Calif.
CHOLOMARIA, VICKI
WGY, Schenectady, N. Y.
CHUCK AND THE HILL-TOP GANG
WBRW, Welch, W. Va.
CLAPP, JOHN
WJR, Detroit, Mich.
CLARK, NEVA
KGW, Portland, Ore.

THANKS, KIDS!

EVERYONE IN RADIO IS

SO

SWELL!

CASS DALEY





DIANE COURTNEY

Management
PAUL KAPP



Lucille Manners

STARRING

8th Year

CITIES SERVICE CONCERTS

FRIDAY • 8 P.M. • NBC

ANITA ELLIS

CLAYTON, BOB
WJIM, Lansing, Mich.
CLAYTON, PATTI
NBC, Carnation Hour.
CLEMENS, ADA JANE
WTOP, Washington, D. C.
COLEMAN, TINKY
WMAZ, Macon, Ga.
COLORADO, PETE
KMBC, Kansas City, Mo.
COOL, HARRY
CBS.

COMO, PERRY
CBS.

CONNOLLY, GENE
WCAU, Philadelphia, Pa.

CONTE, JOHN
NBC, Maxwell House Coffee Time.

CORDOVA
Saludos Amigos, Blue.
CORRIGAN, JACK
WOWO, Ft. Wayne, Ind.

CORRIGAN, MIKE
Smart Set in Al Pearce Show; Network Guest Spots.

CORRIGAN, PAT
Smart Set in Al Pearce Show; Network Guest Spots.

COUNTRY COUSINS
WSAZ, Huntington, W. Va.

COURTNEY, DIANE
Blue, "R & H Beer."

COURY, ROSELLE
WCOU, Lewiston, Me.
COWGIRLS, THE
WBIR, Knoxville, Tenn.
COX, R. E.
WXYZ, Detroit, Mich.
CROSBY, BING
NBC, Kraft Music Hall.

CROSBY, BOB
"Bob Crosby & Co."

CURRIER, THOMAS
WBZ-WBZA, Boston, Mass.

— D —

DAIGNEAULT, SIMONE
CKAC, Montreal, Can.

DALEY, CASS
Guest on Kraft Music Hall, NBC; Guest on Sammy Kaye's Show, CBS.

DALTON, IRENE
KGB, San Diego, Calif.
DALY, FLORENCE
CKWS, Kingston, Ontario, Can.
DARLING, DENVER
WNEW, New York

DARRIGIAN, ALICE
WJR, Detroit, Mich.
DAVIS, ANDY
WKNY, Kingston, N. Y.
DAVIS, MANNY
WSIX, Nashville, Tenn.
DAVIS SISTERS
WMBS, Uniontown, Pa.
DAY, DENNIS
NBC, Grape Nuts Flakes Program.
DAYS, BILL
CBS, Blue Ribbon Town.
DEAN, EDDIE
CBS, Judy Canova Show.
DELAQUERRIERE, JOSE
CKAC, Montreal, Can.
DINNING SISTERS, THE
NBC
DONALDSON, EARL
KLO, Ogden, Utah
DORR, RUSSELL A.
WGAN, Portland, Me.
DOSSETT, LORANCE
KGA, Spokane, Wash.; KHQ, Spokane, Wash.

DOWNEY, MORTON
Blue, "Songs by Morton Downey."

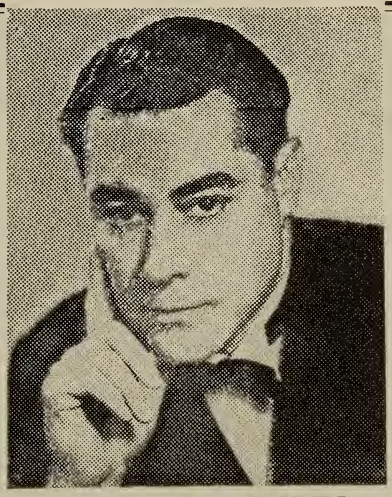
DURAN, LARRY
KFBK, Sacramento, Calif.
DUTIEL, ULDENE
WPAY, Portsmouth, Ohio
DuVAL, JUSTINE BRYDEN
WAAT, Jersey City, N. J.
DUVAL, PHYLLIS
KFBK, Sacramento, Calif.



BEA WAIN

"All Time Hit Parade" - N.B.C.

Personal Mgt.
Frank Cooper



BILL PERRY

Tenor

"SATURDAY NIGHT SERENADE"

9:45 to 10:15 p.m., E.W.T.—CBS

7th Year with Pet Milk

2nd Year with Esslinger Beer
7:30 to 8:00 p.m., KYW

LULU BATES

"Your All-Time Hit Parade"

N B C

•

Personal Management

Gale, Inc.



The Merry Macs

AMERICA'S FOREMOST SINGING GROUP
RADIO — STAGE — SCREEN
Exclusive Decca Recording
Personal Management
HARRY NORWOOD
6425 Hollywood Blvd. Hollywood, Calif.



MARTHA MEARS

COLUMBIA PICTURES

Star of "10-2-4 Ranch"

MON., WED., FRI.
AL PEARCE SHOW
1 P.M. SUNDAYS

JOHN CONTE

MAXWELL HOUSE

COFFEE TIME

N B C

Thursday Nights

— E —

EBERTS, DOROTHY
WCAO, Baltimore, Md.

EDWARDS, JOAN
CBS, "Hit Parade."

ELIOT, MARIAN
WNAC, Boston, Mass.
ELLIOT, BILL
WEEI, Boston, Mass.

ELLIS, ANITA
CBS.

ERWIN, TRUDY
NBC, Kraft Music Hall.
EVANS, CONNIE
WBEN, Buffalo, N. Y.
EVANS, SARA
WDBJ, Roanoke, Va.
EVANS, WILBUR
Blue.
EVERHART, SLIM
WTAM, Cleveland, Ohio

— F —

FAMOUS LASHUA
KDAL, Duluth, Minn.
FANNING, EDGAR
CFOS, Owen Sound, Ont.
FARRELL, EILEEN
CBS
FAULKNER, KITTY
WSIX, Nashville, Tenn.
FEE, JANET
WHAM, Rochester, N. Y.
FINO, MARY CARLISI
WHAM, Rochester, N. Y.
FITZGERALD, ELLA
Blue
FLOYD, JOHN
WMVA, Martinsville, Va.

FORREST, HELEN
NBC, CBS.

FOSTER, CLARA
KTUL, Tulsa, Okla.
FOUNTAINAIRES, THE
NBC, Sealtest Village Store.
FOUR CLUBMEN, THE
CBS
FOUR STARS
WGY, Schenectady, N. Y.
FOYE, HOPE
WTIC, Hartford, Conn.
FRIDAY, PAT
CBS, In Time to Come.
FULTON, JACK
WBBM, Chicago, Ill.

— G —

GAGNIER, CLAIRE
CKAC, Montreal, Can.
GAGNON, THERESE
CKAC, Montreal, Can.
GARY, LYNN
WXYZ, Detroit, Mich.
GAYLE, AL
KFI-KECA, Los Angeles, Calif.
GAYLORD, CHESTER
WBZ-WBZA, Boston, Mass.
GILBERT, MRS, EUGENE
KFPW, Fort Smith, Ark.
GILLETTE, MARGIE
KWTO, Springfield, Mo.
GINGER, LOUISE
KRLD, Dallas, Tex.
GOETTING, AGNES
CHAB, Sask, Can.
GOLDEN GATE QUARTET
CBS
GOULD, LESTER L.
WFTC, Kingston, N. C.
GRAHAM, WILLADEEN
WCBI, Columbus, Miss.
GRAVES, GENE
WSNY, Schenectady, N. Y.
GRAVES, MABEL
CKWS, Kingston, Ontario, Can.
GREEN VALLEY BOYS
WBRW, Welch, W. Va.
GROSH, ELSWORTH
WDBJ, Roanoke, Va.
GUNDRUM, EVELYN
WOC, Davenport, Iowa

— H —

HADLEY, HELEN
WJR, Detroit, Mich.
HAINES, CONNIE
NBC, Abbott & Costello Show.
HALL, STERLING
WJOB, Hammond, Ind.
HANK, THE YODELLING RANGER
CKBI, P.E.I., Sask., Can.
"HARMONETTES"
WGY, Schenectady, N. Y.
HARRELL, JOHNNY
KGW, Portland, Ore.
KEX, Portland, Ore.
HAVENS, HELEN
WBAP, Ft. Worth, Tex.
HAWTHORNE, PEPPER
WMBD, Peoria, Ill.



BARRY SISTERS
"AMERICA'S NUMBER ONE SINGING DUO"
WHN "GLOOM DODGERS"
COPACABANA
NETWORK PROGRAMS
Direction: WM. MORRIS AGENCY



"Smiling"
JERRY BAKER
Past 18 Years
New York's Favorite
Staff Soloist WMCA

HAYES, CLANCY
KGO, San Francisco, Calif.

HAYMES, DICK
CBS, Here's to Romance.

HECKENDORN, GEORGE
WJR, Detroit, Mich.
HIGH STREET JUBILEE SINGERS
WMVA, Martinsville, Va.

HILDEGARDE
NBC, "Beat the Band."

HILL, ELIZABETH
WCAU, Philadelphia, Pa.
HILLIARD, HARRIET
NBC, Red Skelton Program.
HOCKING, FLORENCE
WRJN, Racine, Wisc.
HOLLEY, VERA
CBS, Fun With Dunn.
HOUSTON, JOSEPHINE
Blue, Stars from the Blue.
HUFFMAN, MARIE
WTOL, Toledo, Ohio
HUGHES, ALLEN
WJR, Detroit, Mich.
HUMPHREYS, DOROTHY
WBNS, Columbus, O.

— I —

INK SPOTS
Blue
IVEY, HAYDEN
WGBR, Goldsboro, N. C.
IVERS, KAY
WBZ-WBZA, Boston, Mass.

— J —

JENSEN, FRANCES
KGNC, Amarillo, Tex.
JERICHO QUARTET
WCAU, Philadelphia, Pa.
JO-ANNE
WGAR, Cleveland, Ohio
JOHNSON, ETHEL
KFBK, Sacramento, Calif.
JOHNSON, JAY
WNAB, Bridgeport, Conn.
JOHNSON, SYBIL
KFH, Wichita, Kans.
JOHNSTON, BOB
WSM, Nashville, Tenn.

— K —

KARSON, MEL
KXEL, Iowa.

KAUFMAN, IRVING
WSYR, Syracuse, N. Y.

KAY, RAMONE
KMO, Tacoma, Wash.
KEAN, HAROLD
WJR, Detroit, Mich.
KELFORD, TREVOR
WJMA, Covington, Va.
KELLY, MARTY
WKNY, Kingston, N. Y.
KING'S JESTERS
WBBM, Chicago, Ill.
KIRBY, JOHN
KDKA, Pittsburgh, Pa.
KNIGHT, EVE
WIP, Philadelphia, Pa.

— L —

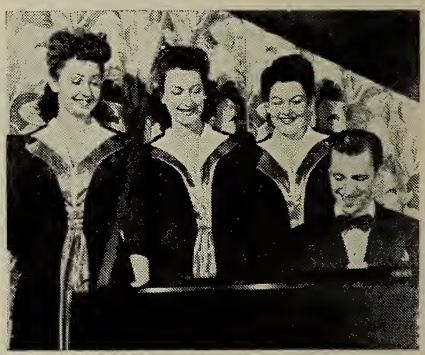
LACHANCE, LEON
CKCV, Quebec, Que.
LAMOUREUX, CARO
CKAC, Montreal, Can.
LANDT TRIO, THE
CBS
LANE, DAVE
KNX, Los Angeles, Calif., Dave Lane, Songs.
LANE, DICK
KFBC, Cheyenne, Wyo.
LANE, FRANCES
WFBM, Indianapolis, Ind.
LANE, VERA
WBBM, Chicago, Ill.
LANGE, JUNE
KDAL, Duluth, Minn.
LARGE, DON & MARION
WJR, Detroit, Mich.
LEE, MARY
CBS, The Jack Carson Show.
LEIB, EMMET
WJR, Detroit, Mich.
LEWIS, MONICA
WMCA, New York, N. Y.
LONG, BOB
KXEL, Iowa
LOUISIANA LOU
KMBC, Kansas City, Mo.



"TEXAS" JIM ROBERTSON

WJZ—BLUE Network
Daily

Victor-Bluebird Recording Artist
Mgt.: National Concert & Artist Corp.



THE SMART SET

Al Pearce Show
and
Network Guest Spots

Management
NORMAN BERENS
4839 Forman
North Hollywood

LOYSEN, KENNETH
WHAM, Rochester, N. Y.

— M —

McCULLOUGH, ANNETTE
WGY, Schenectady, N. Y.
McKENZIE, FAY
CBS, Blue Ribbon Town.
McKENZIE, JOHN
WJR, Detroit, Mich.
MacPHERSON, JOSEPH
WSM, Nashville, Tenn.

MANNERS, LUCILLE
NBC

MARSHALL, BARBARA
WBBM, Chicago, Ill.
MARSHALL, MARIAN
KFBI, Wichita, Kans.
MARTIN, DUDE
KYA, San Francisco, Calif.

MEARS, MARTHA
Blue, Al Pearce Show, 10-2-4-Ranch.

MERRILL, ROBERT
NBC

MERRY MACS
Network Guest Spots.

MONROE, LUCY
NBC, CBS.

MOORE, CONNIE
CBS, America-Ceiling Unlimited.
MORINI, EDA
WPEN, Philadelphia, Pa.
MORRIS, FRED
WGY, Schenectady, N. Y.
MORRISS, CHARLOTTE
WJJD, Chicago, Ill.
MUSIC MAIDS AND HAL, THE
NBC, Kraft Music Hall.

— N —

NELSON, OZZIE
NBC, Red Skelton Show.
NOBLE, WENDELL
KOY, Arizona
NOLL, PATSY
WIBA, Madison, Wisc.
NORMAND, JACQUES
CKCV, Quebec, Que.
NUGENT, HELEN
WKRC, Cincinnati, Ohio

— O —

O'HEREN, DICK
WHK, Cleveland, Ohio
O'NEIL, DANNY
WBBM, Chicago, Ill.
O'REILLY, ROYAL
KFAR, Fairbanks, Alaska

— P —

PARKE, HELEN
WFIL, Philadelphia, Pa.
PARKER, DEL
WXYZ, Detroit, Mich.
PERRY, ANN
WNEW, New York, N. Y.

PERRY, BILL
CBS

PIED PIPERS, THE
NBC, Chase & Sanborn Program.

POWELL, ALAINE
WQAM, Miami, Fla.

— R —

RCA VICTOR CHORUS
NBC, What's New?
RAIMONT, LYDIA
WITH, WNEW
RALPH AND BOB
WKNY, Kingston, N. Y.

RAMIREZ, CARLOS
CBS, "Grapevine Rancho," Guest Spots.

REESE, BOB
KDYL, Salt Lake City, Utah
REGAL, JEANNE
KDKA, Pittsburgh, Pa.
REGAN, KATHLEEN
WEW, St. Louis, Mo.
REYNOLDS, BRAD
CBS, Fun with Dunn.
RHODES, "BABE"
WCAE, Pittsburgh, Pa.
RISSLING, ROBERT
WTAG, Worcester, Mass.

"TEXAS" JIM ROBERTSON
Blue Net

RODENHAUSER, JEANNETTE
WTOL, Toledo, Ohio
ROMA, JO
WIP, Philadelphia, Pa.
ROMEOS, THE
Blue
ROSEN, RAY
WBNS, Columbus, O.
ROWELL, "PRISSY"
WBAP, Ft. Worth, Tex.
RUSSELL, J. D.
WLAG, LaGrange, Ga.
RYDELL, RUTH
WIP, Philadelphia, Pa.

— S —

SAHLIN, ALFRED
WDGY, Minneapolis, Minn.

SALATHIEL, JERRY
Smart Set in Al Pearce Show; Network Guest Spots.

SEWART, FRANKLYN
WCKY, Cincinnati, Ohio
NBC, Bob Crosby & Co.
SHAFER, JOE
WJR, Detroit, Mich.
SHAW, SONIA
KGO, San Francisco, Calif.
SHERMAN, LILLIAN
WHK, Cleveland, Ohio

SHORE, DINAH
CBS, The Dinah Shore Program.

SHOUGH, BILLY
KASA, Elk City, Okla.

SIMMS, GINNY
NBC, Johnny Presents Ginny Simms.

SINATRA, FRANK
CBS, The Frank Sinatra Show, Your Hit Parade

SMITH, KATE
CBS, Kate Smith Hour.

SMITH, JACK
CBS
SMITH, MARJORIE ALLEN
WOPI, Bristol, Tenn.
SPORTSMEN QUARTET, THE
CBS, In Time to Come.
SULLAVAN, JERI
CBS
SULLIVAN, ROSE MARY
WRR, Dallas, Tex.
STREET, DAVID
NBC, Sealtest Village Store.
STRIPLING, GENE
WMAZ, Macon, Ga.

— T —

TANNER, EARLE
NBC, Carnation Hour.
THE JOHNSON FAMILY
WBT, Charlotte, N. C.
THREE SISTERS
CBS
THREE TREYS
WBEN, Buffalo, N. Y.
TINGLEY, IRVING
KWNO, Winona, Minn.
TORTORICH, MARY
WWL, New Orleans, La.

— U —

UTZMAN, SARAANE
WBLK, Clarksburg, W. Va.

— V —

VALLEE, RUDY
Lt. U. S. Coast Guard
VANDERWEKEN, JAMES
KEVE, Everett, Wash.

— W —

WAIN, BEA
NBC, CBS.

WAYNE, JERRY
NBC

WARREN, MARGE
WOWO, Ft. Wayne, Ind.
WATERS, SMILIN' BILL
WHEB, Portsmouth, N. H.
WEAVER, LINDA
KMBC, Kansas City, Mo.
WELLING, FRANK
WCHS, West Virginia
WHEAT, DAVID
WOAI, San Antonio, Tex.
WILLIAMS, GENE
WSPD, Toledo, Ohio
WILLSON, JIMMIE
WAPI, Birmingham, Ala.
WOOD, ILENE
Blue
WOODLEY, EVELYN
WOAI, San Antonio, Tex.

— Y —

YOUNG, MARIEANNE
WOWO, Ft. Wayne, Ind.

— Z —

ZIDES, MAX
WBZ-WBZA, Boston, Mass.

AND

SWING



SWAY

with

SAMMY KAYE

AND HIS ORCHESTRA

OLD GOLD PROGRAM
Wednesdays, 8-8:30 P.M.
CBS

SUNDAY SERENADE
Sundays, 1:30-2 P.M.
Blue Network

Featured in United Artists' "Song of the Open Road"

Personal Management:
JAMES V. PEPPE

Direction:
MUSIC CORP. OF AMERICA



WOODY HERMAN

QUADRUPLE THREAT MAN

1. Bandleader
2. Singer
3. Instrumentalist
4. Master of Ceremonies

Star of

STAGE · SCREEN · RADIO · DECCA RECORDS

Management Counsel
Herman Goldfarb—Michael L. Vallon

Direction:
GENERAL AMUSEMENT CORP.

Orchestra Leaders And Musical Conductors

And Their Work During 1943

— A —

AGNEW, CHARLES
NBC
ALEXANDER, JEFF
CBS, Fun With Dunn.
ARMBRUSTER, ROBERT
CBS, Blue Ribbon Town.
ARTZT, WILLIAM
CBS, Blondie.
ASHMAN, EDDIE
WOR, New York, N. Y.
AULD, GEORGE
CBS, MBS.

— B —

BARGY, ROY
CBS, Moore-Durante Show.
BARLOW, HOWARD
NBC, Firestone Program.
BARON, PAUL
CBS
BARRON, BLUE
WOR, New York, N. Y.
BASIE, COUNT
Remote & Studio Broadcasts.
BAY, VICTOR
CBS
BECKNER, DENNY
WOR, New York, N. Y.
BENAVIE, SAM
WJR, Detroit, Mich.
BESTOR, DON
WHN, New York, N. Y.
BISHOP, BILLY
MBS-WFBR, Baltimore, Md.
BLACK, FRANK
NBC
BLADE, JIMMY
NBC
BLEYER, ARCHIE
CBS
BLOCH, RAY
CBS, Philip Morris Playhouse.
BRADLEY, OSCAR
CBS, We, the People.
BRING, LOU
CBS, Here's to Romance.
NBC, What's New?
BROWN, LES
Remote & Studio Broadcasts.
BROWN, MAURICE
CBS
BROWN, WALBURG
NBC

— C —

CARLE, FRANKIE
Remote & Studio Broadcasts.
CASTLE, LEE
MBS
CAVALLERO, CARMEN
CBS, NBC.
CATES, OPIE
Blue, Club Good Cheer.

CHERNIAVSKY, JOSEF
WLW, Cincinnati, Ohio

CROSBY, BOB
NBC, "Old Golds"

BOB CROSBY

Management:
MUSIC CORPORATION OF AMERICA

EDGAR "COOKIE" FAIRCHILD

Musical Director

for

EDDIE CANTOR
"Time to Smile" Show

Johnny Presents
GINNY SIMMS
Philip Morris Show

PHIL BAKER
"Take It or Leave It"
(From Hollywood)

•

DEANNA DURBIN
in
Universal Pictures



JOHNNY LONG

★

Patti Dugan - Gene Williams
Dave Lambert

★

Decca Records

★

RETURNING TO THE HOTEL
NEW YORKER DURING 1944.

★

Personal Representative:
JACK PHILBIN
GENERAL AMUSEMENT CORP.

CROSS, CHRIS
WOR, New York, N. Y.
CUGAT, XAVIER
WOR, New York, N. Y.
Blue, Your Dubonnet Date.
CUMMINGS, BERNIE
MBS

— D —

D'AMICO, NICK
MBS
DANT, CHARLES
CBS, Judy Canova Show, The Jack Carson Show.
D'ARTEGA
KECA, Los Angeles, Calif. Hollywood Spotlight.
DAVID, RUSS
NBC.

DAVIES, LEW
Blue, Wheeling Steelmakers.

DENNY, EARL
MBS.
DEUTSCH, EMORY
Lt. U. S. Navy.
DOLAN, ROBERT EMMETT
CBS, Dinah Shore Program.

DORSEY, JIMMY
Remote and Studio Broadcasts

DUCHIN, EDDY
Lt. U. S. Navy.
DUNHAM, SONNY
MBS

— E —

ELLINGTON, DUKE
NBC, MBS.

— F —

FAIRCHILD, EDGAR ("Cookie")
NBC, Johnny Presents Ginny Simms, Time to Smile—Eddie Cantor; CBS, Take It Or Leave It.

FAITH, PERCY
NBC, Contented Hour.
FIELDS, SHEP
WOR, New York, N. Y.
FELD, BEN
KMOX, St. Louis, Mo.
FRANKLIN, BUDDY
WOR, New York, N. Y.
FUHRMAN, CLARENCE
NBC

— G —

GARBER, JAN
WOR, New York, N. Y.

GART, JON
CBS, Blue.

GASPARRE, DICK
WOR, New York, N. Y.
GLUSKIN, LUD
CBS, Campana Serenade, Open House, Amos 'n' Andy.
GOODMAN, AL
CBS, Prudential Family Hour, Fred Allen.

GOODMAN, BENNY
Remote and Studio Broadcasts.

GOULD, MORTON
CBS, Cresta Blanca Carnival.

GRAY, DON
MBS
GRUPP, DAVE
Blue

— H —

HAMILTON, GEORGE
WOR, New York, N. Y.
HARRIS, PHIL
NBC, Grape Nuts Flakes Program.



The Man Who Plays The Sweetest Trumpet In The World

"A Modern Musical Institution"

CHARLIE SPIVAK

and his Orchestra

— ♦ —

Personal Management:
MAX SCHALL

Direction:
GENERAL AMUSEMENT CORP.

FRANK TOURS

MAXWELL HOUSE COFFEE TIME

KFI — Thursdays

DON VOORHEES

•

1943

Bell "Telephone Hour"

Du Pont "Cavalcade of America"

"March of Time"



PAUL LAVALLE

"CHAMBER MUSIC SOCIETY OF LOWER BASIN STREET"
Blue Network
"STRADIVARI ORCHESTRA"
NBC
VICTOR RECORDS

HATCH, WILBUR
CBS, Screen Guild Players, Mayor of the Town.
KNX, Los Angeles, Calif., Pot Luck Party.
HEIDT, HORACE
Blue, Heidt Time for Hires.
HENDERSON, FLETCHER
NBC, All Time Hit Parade.
MBS

HERMAN, WOODY
Remote and Studio Broadcasts.

HERRMANN, BERNARD
CBS
HERTH, MILT
WOR, New York, N. Y.
HILL, TINY
Remote and Studio Broadcasts.
HILLIARD, JIMMY
WBBM, Chicago, Ill.
HIMBER, RICHARD
Remote and Studio Broadcasts.
HUDSON, DEAN
MBS

HOFF, CARL
CBS, In Time to Come
KHJ, Los Angeles, Calif., Gracie Fields Victory Show.

HUTTON, INA RAY
CBS, WOR, New York, N. Y.

— J —

JAMES, HARRY
CBS, Harry James & His Music Makers.
JAMES, JIMMY
MBS
JENKINS, GORDON
CBS, Mayor of the Town.
JEROME, HENRY
WOR, New York, N. Y.

JONES, SPIKE
NBC, Bob Burns Show, Gilmore Furlough Fun.

JOY, JIMMY
MBS

— K —

KASSEL, ART
Remote and Studio Broadcasts.

KAYE, SAMMY
CBS, Old Gold Show.

KELLER, STAN
MBS.
KENTON, STAN
NBC, Bob Hope Show.
KING, WAYNE
Lt. U. S. Navy.
KORN KOBBLERS
NBC
KOSTELANETZ, ANDRE
CBS, Pause That Refreshes on the Air.
KRUMBINE, MURRAY
Blue
KUHN, DICK
WOR, New York, N. Y.
KYSER, KAY
NBC, Kay Kyser's College of Musical Knowledge.

— L —

LaVALLE, PAUL
Blue

LaVOIE, PAUL
WJR, Detroit, Mich.
LEWIS, SABBY
Remote and Studio Broadcasts.
LEWIS, TED
WOR, New York, N. Y.

LOMBARDO, GUY
WOR, New York, N. Y.
Blue

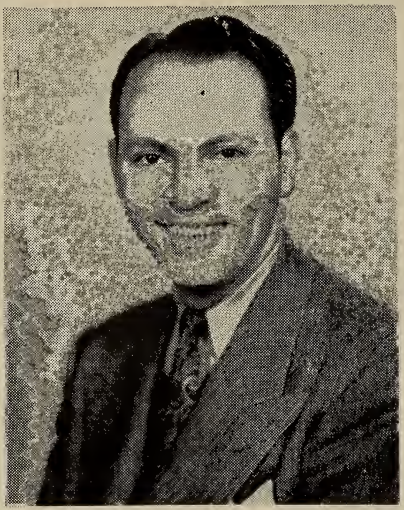
LONG, JOHNNY
CBS

May 1944 be a
HAPPY NEWS YEAR



SPIKE JONES
and His CITY SLICKERS

CARL HOFF



HENRY SYLVERN

Musical Director

WINS

New York

"Heard 'round the World by Transcription"



MERLE PITT

MUSICAL DIRECTOR WNEW

★ **WALTER WINCHELL—MIRROR:**
"New Orchids to Merle Pitt's 'Five Shades of Blue'."

★ **BEN GROSS—NEWS:**
"Pitt rates a salute—a listening gem. If we had crown jewels, we'd bestow them on Pitt's Orchestra."

★ **BILLBOARD:**
"Merle Pitt's 'Five Shades of Blue' dish out a subtle, extremely listenable brand of rhythm, able to handle pops, standards, swing or sweet with equal finesse . . . "

Heard on transcriptions from coast to coast.

JACK MILLER

Musical Director

•

THE KATE SMITH HOUR

CBS

•

THE ALDRICH FAMILY

NBC

•

MOLLE MYSTERY THEATRE

NBC

JACQUES RENARD

Musical Director

- "Take It Or Leave It" CBS
- Friday On Broadway" CBS
- "Let Yourself Go" BLUE Network

LOPEZ, VINCENT
WOR, New York, N. Y.
LUCAS, CLYDE
MBS
LYTELL, JIMMY
Blue, Songs by Morton Downey.

— M —

McINTIRE, LANI
WOR, New York, N. Y.
McINTYRE, HAL
Remote and Studio Broadcasts.
MALNECK, MATTY
NBC, Bob Crosby & Co.
MAMORSKY, MORRIS
NBC
MARTIN, FREDDIE
CBS, The Jack Carson Show.
MASTERS, FRANNIE
Remote and Studio Broadcasts.
MAUPIN, REX
NBC
MAYHEW, WENDELL
NBC, People Are Funny.
MILLER, GLENN, CAPT.
NBC, I Sustain the Wings.
MILLER, IRVING
NBC

MILLER, JACK
CBS, Kate Smith Program.

MILLS, BILLY
NBC, Fibber McGee & Molly.
MILLS, FELIX
CBS, Burns & Allen Show, Silver Theater.
MOLINA, CARLOS
Blue
MORAND, JOSE
WOR, New York, N. Y.

— N —

NELSON, OZZIE
NBC, Red Skelton Show.
NOBLE, RAY
NBC, Chase & Sanborn Program.
NOSCO, HENRY
NBC

NOVAK, FRANK
NBC, Hook 'N' Ladder Follies.

— P —

PAIGE, RAYMOND
NBC, Salute to Youth.
CBS, Stage Door Canteen.

PALUSO, THOMAS
NBC
PAUL, EDDIE
NBC, Sealtest Village Store.
PETRILLO, CAESAR
WBBM, Chicago, Ill.

PITT, MERLE
WNEW, New York, N. Y.
Five Shades of Blue.

POWELL, TEDDY
Remote and Studio Broadcasts.
PRAGER, MANNY
MBS

— R —

RENARD, JACQUES
CBS, Blue.

REYNOLDS, TOMMY
WOR
CBS
RICH, FREDDY
NBC, Abbott & Costello Show.
RICHARDS, JIMMY
NBC
ROGERS, EDDY
Blue
ROTH, ALLEN
CBS
RUSSOTTO, LEO
NBC

— S —

SACK, AL
CBS, California Carry On.
SALTER, HARRY
Capt. U. S. Army.

FRANK NOVAK

Musical Director

Goodyear's

"Hook 'N' Ladder Follies"

NBC

Saturday, 11:00 a.m., E.W.T.

"Ripley's Believe It Or Not"

for

Pall Mall Cigarettes

MBS, 9:15-9:30 p.m., E.W.T.

(Mon. Thru. Fri.)

SCOTT, RAYMOND
CBS
SHIELDS, ROY
NBC
SILVERS, LOUIS
CBS, Lux Radio Theater.
SMITH, BEASLEY
WSM, Nashville, Tenn.
SPITALNY, H. LEOPOLD
NBC
SOSNICK, HARRY
NBC
SPITALNY, PHIL
NBC, Hour of Charm.

SPIVAK, CHARLIE
Remote and Studio Broadcasts.

STABILE, DICK
Ensign, U. S. Coast Guard.
STANLEY, ROBERT
WOR, New York, N. Y.
STERNEY, GEORGE
Remote and Studio Broadcasts.
STONE, JUSTIN
WOR, New York, N. Y.
STONE, LEW
NBC
STOPAK, JOSEF
Blue
STORDAHL, AXEL
CBS, Frank Sinatra Show.
SWEETEN, CLAUDE
NBC, The Great Gildersleeve.

SYLVERN, HENRY
WINS, New York, N. Y.

— T —

THOMAS, DICK
WOR, New York, N. Y.

TOURS, FRANK
NBC, Maxwell House Coffee Time.

TRACE, AL
WOR, New York, N. Y.
TRENDLER, BOB
WGN, Chicago, Ill.
TROTTER, JOHN SCOTT
NBC, Kraft Music Hall.
TUCKER, TOMMY
WOR, New York, N. Y.

— V —

VALLEE, RUDY
Lt. U. S. Coast Guard.

VAN STEEDEN, PETER
CBS, Thanks to the Yanks.
VELAZCO, EMIL
Lt. U. S. Navy.

VOORHEES, DONALD
NBC, Telephone Hour.

— W —

WALLENSTEIN, ALFRED
WOR, New York, N. Y.

WARING, FRED
NBC, Pleasure Time.

WARNOW, MARK
CBS, Your Hit Parade.
NBC, All-Time Hit Parade, Westinghouse Program.
WARRINGTON, JOHNNY
CBS
WHITEMAN, PAUL
Blue, Hall of Fame.
WELK, LAWRENCE
MBS.

— Y —

YOUNG, VICTOR
NBC, Westinghouse Program.



JON GART

Conductor—Composer

Personal Mgt.: Bob Coe, RKO Bldg.

RADIO'S OUTSTANDING SHOWMAN-CONDUCTOR



JOSEF CHERNIAVSKY

"Your accomplishments and contributions to our station as Musical Director have been too numerous to attempt enumeration."

J. D. Shouse
Vice-President
WLW, Cincinnati

RESIDENCE: 610 West 110th Street
New York City

NEWS COMMENTATORS

And Their Work During 1943

— A —

ABBE, JAMES
KEX-KGW, Portland, Ore.
ACEVEDO, FRANCISCO
WKAQ, San Juan, P. R.
ADAMS, CEDRIC
WCCO, Minneapolis, St. Paul, Minn.
AGRONSKY, MARTIN
Blue-WMAL, Washington, D.C.
ALBINGER, ALBERT R., JR.
WKWK, Wheeling, W. Va.
ALCOTT, CARROLL D.
WCKY, Cincinnati, Ohio
ALDERSON, JOHN
WFBR, Baltimore, Md.
ALLARD, T. JIM
CJCA, Alberta, Canada
ALLEN, GARY
WOC, Davenport, Iowa
ANDERSON, BOB
KNX, Los Angeles, Calif.
ANDERSON, DAVID M.
NBC
ARCHINARD, PAUL
NBC
ARMSTEAD, GEORGE B.
WDRC, Hartford, Conn.
ATCHISON, CHARLES
WSGN, Birmingham, Ala.
ATHERTON, R. C.
KSAL, Salina, Kans.
AUSTIN, DON
KSAN, San Francisco, Calif.

— B —

BABCOCK, BILL
WMMN, Fairmont, W. Va.
BAIN, LESLIE B.
WIOD, Miami, Florida

BAKER, ART
Art Baker's News, NBC Western Division; Art Baker's Commentaries, Blue Pacific Coast; Art Baker's Note Book, KFI, Los Angeles, Calif.

BAKER, JEFF
WTAR, Norfolk, Va.
BAKER, NELSON
WIBC, Indianapolis, Ind.
BALCH, ALLEN
KGKB, Tyler, Texas
BALTER, SAM
BARR, CLYDE
WCOL, Columbus, Ohio
BARLETT, JOHN
WSGN, Birmingham, Ala.
BARRY, JOHN
WBZ-WBZA, Boston, Mass.
BARTLETT, WILL
WSNJ, Bridgeton, N. J.
BAUER, FREDERIC
WINN, Louisville, Ky
BAUKHAGE, H. R.
Blue-WMAL, Washington, D. C.
BAXTER, LEO
WBOW, Terre Haute, Ind.
BEATTIE, BILL
CKNX, Wingham, Ont.
BEATTY, MORGAN
NBC-WRC, Washington, D. C.
BELL, JACK
WTCN, Minneapolis, Minn.

SIDNEY WALTON

WHN

NEWS DIRECTOR—COMMENTATOR

Films for Westinghouse for 5 Years

BELL, KEN
WSAY, Rochester, N. Y.
BELL, TED
KRSC, Seattle, Wash.
BEMIS, ELIZABETH
CBS
BENNETT, EDWARD
KEX-KGW, Portland, Ore.
BENOIT, R. A.
CBF, Montreal, Canada
BENTLEY, JULIAN
WLS, Chicago, Ill.
BERKOWITZ, MILT
WNBC, Hartford, Conn.
BERNSTEIN, JERRY
KOMA, Oklahoma City, Okla.
BEZOFF, BEN
KMYR, Denver, Colo.
BIDDLE, DICK
WWVA, Wheeling, W. Va.
BIGNELL, FRANK
WIBA, Madison, Wisc.
BIRKELAND, JORGEN M.
WOSU, Columbus, Ohio
BJORNSON, BJORN
NBC
BLACKWELL, G. C.
Clarksburg, W. Va.
BLAIN, LEE
WBML, Macon, Georgia
BLAIR, TED
WCLS, Joliet, Ill.
BLAKISTON, T. B.
KMJ, Fresno, Calif.
BLAZAK, JOSEPH
KGFJ, Los Angeles, Calif.
BOBROW, NORMAN
KFQD, Anchorage, Alaska
BONCOEUR, VADE
WSYR, Syracuse, N. Y.
BOUCHEIR, ROBERT
WLOL, Minneapolis, Minn.
BOURGEOIS, CLAUDE
CKAC, Montreal, Canada
BOW, FRANK
WHBC, Canton, Ohio
BOWEN, FRANK
KGFJ, Los Angeles, Calif.
BOX, VES
KRLD, Dallas, Texas
BRADLEY, TRUMAN
KNX, Los Angeles, Calif.
BRENNAN, PETER
NBC
BRINN, JOHN
WCBI, Columbus, Miss.
BRISSON, GASTON
CJKL, Ontario, Canada
BROOKS, WILLIAM F.
NBC
BROWN, ANDERSON
WGBG, Greensboro, N. C.
BROWN, JIM
KCRC, Enid, Okla.
BROWN, MAX
KHAS, Hastings, Nebr.
BROWN, WILLIAM
KYA, San Francisco, Calif.
BROWNE, FRANK
KTHS, Hot Springs, Ark.
BROWNING, BOB
WKNY, Kingston, N. Y.
BRUNTLETT, GEORGE E.
KOBH, Rapid City, S. D.
BRYAN, BILL
KOMA, Oklahoma City, Okla.
BRYANT, CHARLES
KVI, Tacoma, Wash.
BULLEN, REED
KVNU, Logan, Utah
BUNN, NEAL
WTJS, Jackson, Tenn.
BURKE, J. FRANK
KFVD, Los Angeles, Calif.
BURR, FRED
KEYS, Corpus Christi, Texas
BURRIL, SCOTT
WCAT, Rapid City, S. D.
BURTON, RUTH
WHO, Des Moines, Iowa
BUSFIELD, ROGER
KTBC, Austin, Texas
BUTLER, JAMES W.
WGBR, Goldsboro, N. C.
BUTLER, JOHN
WSAP, Norfolk, Va.

— C —

CALHOUN, BRUCE
KIRO, Seattle, Wash.
CALMER, NED
CBS
CAMP, MEL
WIBA, Madison, Wisc.
CAPPELLINI, E. R.
KALB, Alexandria, La.
CARLSON, HUGO
KOIL, Omaha, Nebr.
CARNE, BERT
KGFJ, Los Angeles, Calif.
CARROLL, JIMMY
WSTP, Salisbury, N. C.
CARTER, BOAKE
MBS-WOR, New York, N. Y.
CAVITT, DON
WIBA, Malison, Wisc.
CECKA, ARNOLD
WHO, Des Moines, Iowa.



ART
BAKER

CANTER, RUSSELL E.
WBNS, Columbus, Ohio
CHAMBERS, GARDE
WHK, Cleveland, Ohio
CHAPEL, JOHN K.
KROW, Oakland, Calif.
CHAPLIN, WILLIAM W.
NBC
CHAPMAN, JIM
WHO, Des Moines, Iowa
CHASSE, EDMOND
CHRC, Quebec, Canada
CHERNE, LEO
WOR, New York, N. Y.
CHILDS, RALF
KMA, Shenandoah, Iowa
CHURCHILL, NELSON
WNAC, Boston, Mass.
CLANCY, RAY
WMFJ, Daytona Beach, Fla.
CLARK, DICK
KROX, Sacramento, Calif.
CLARK, KATHARINE
WCAU, Philadelphia, Pa.
CLARK, RAY
WOW, Omaha, Nebr.
CLARKE, PAUL J.
WMT, Cedar Rapids, Iowa
KRNT-KSO, Des Moines, Iowa
CLAWSON, LEW
WWVA, Wheeling, W. Va.
CLEMENT, EARLE
WEIM, Fitchburg, Mass.

CLOSE, UPTON
NBC, World News Parade; KHJ, Los Angeles, Calif., Closeups

CLOUGH, EDWIN M.
KOY, Phoenix, Arizona
COATES, FLETCHER
CHNS, Halifax, N. S.
COE, DONALD
Blue
COFFIN, TRIS
WTOP, Washington, D. C.
COLLINGWOOD, CHARLES
CBS
COLTON, LAVERN
WCOU, Lewiston, Me.

COMBS, GEORGE HAMILTON, JR.
WHN

CONDON, GLENN
KTUL, Tulsa, Okla.
COOK, OLLIE
KFYO, Lubbock, Texas
COOPER, JIM
WBNS, Columbus, Ohio
CORCORAN, JOHN
WFIL, Philadelphia, Pa.
CORCORAN, WILLIAM
KIRO, Seattle, Wash.
CORWIN, MARION
KWAT, Watertown, S. D.
COURY, ROSELLE
WCOU, Lewiston, Me.
COSTELLO, BILL
CBS
CRAM, RICHARD
WMAN, Mansfield, Ohio
CRAMER, TED
KCRC, Enid, Okla.

CRAVENS, KATHERINE
WNEW, New York, N. Y.

CREMEENS, GEORGE
KXEL, Waterloo, Iowa
CROCKETT, DAVID
KBST, Big Spring, Texas
CROWLEY, DICK
WIBA, Madison, Wisc.
CULL, RICHARD
WHIO, Dayton, Ohio
CUMMINS, CHARLIE
KEEW, Brownsville, Texas
CUNNINGHAM, BOB
WBBM, Chicago, Ill.
CURTIS, ELMER
WIBW, Topeka, Kansas
CUTLAND, HENRY
KLZ, Denver, Colo.

— D —

DAILY, PAUL
KOAM, Pittsburg, Kansas
DALEY, HARTWELL
WLAW, Lawrence, Mass.
DANIELS, GRANT
WSLB, Ogdensburg, N. Y.
DANIELS, ELIZABETH
KDAL, Duluth, Minn.
DAVIES, BOB
KVAK, Atchison, Kansas
DAVIES, DOUGLAS
WDOD, Chattanooga, Tenn.
DAVIES, ROBERTSON
CHEX, Ontario, Canada

RAYMOND GRAM SWING



JOHN B. KENNEDY
WJZ-BLUE Network
MGM 'News Of the Day'
(United States and Canada)
400 Madison Ave. N. Y. C.

DAVIS, DON
KLS, Oakland, Calif.
DAVIS, REX
WCKY, Cincinnati, Ohio
DAVISON, RANDY
WAIM, Anderson, S. C.
DAY, RICHARD
WDGY, Minneapolis, Minn.
DEBNAM, W. E.
WPTF, Raleigh, N. C.
DeLIMA, PETER
KFI, Los Angeles, Calif.
DELMONT, JAMES
KATE, Albert Lea, Minn.
DENISON, C. B.
WMRC, Greenville, S. C.
DENNETT, JACK
CFRB, Ontario, Canada
DENNIS, ALBERT
WTOP, Washington, D. C.
DENTLER, WARREN
KEYS, Corpus Christi, Texas
DESCH, JACK
KFRC, San Francisco, Calif.
DESJARDINS, MARCELLE
CHGB, St. Anne de la Pocatiere, Canada
De VAULT, CHARLES L.
WOWO, Ft. Wayne, Ind.
DEWART, JAMES
WERC, Erie, Pa.
DEWEESE, TEX
KPDN, Pampa, Texas
DEXTER, ANNA
CHNS, Halifax, N. S.
DICKSON, A. S.
CFCY, Charlottetown, P.E.I. Canada
DIEHL, BILL
WGH, Newsport News, Va.
DILLINGHAM, HARRY
WTAW, College Station, Texas
DIXON, STANLEY
KRNST-KSO, Des Moines, Iowa
DONALDSON, AL
KOMA, Oklahoma City, Okla.
DONNELL, DARRELL
KFRC, San Francisco, Calif.
DOUGLAS, JOHN
CKRC, Manitoba, Canada
DRAKE, FRANCIS B.
Blue
DRAKE, GALEN
KNX, Los Angeles, Calif.
DREIER, ALEX
NBC
DRYFOOS, L.
WLEU, Erie, Pa.
DUBAR, DENISE
CHLP, Quebec, Canada
DUHME, FRANK
WTSP, St. Petersburg, Fla.
DULLES, FOSTER RHEA
WOSU, Columbus, Ohio
DUNN, JACK
WDAY, Fargo, N. D.
DUQUE, ERNEST
KTMS, Santa Barbara, Calif.
DURHAM, MURRAY
KLBM, La Grande, Ore.
DYER, HAROLD
WCOU, Lewiston, Me.

— E —

EARLEY, CHARLES
KDKA, Pittsburgh, Pa.
EAST, HENRY
WRBL, Columbus, Ga.
EATON, RICHARD
WWDC, Washington, D. C.
ECKLUND, VICTOR
KGMB, Honolulu, Hawaii
EDDY, ELMER NEWTON
WBZ-WBZA, Boston, Mass.
WESX, Marblehead, Mass.
EDWARDS, DOUG
CBS
EISENBEISZ, ALBERT
KWAT, Watertown, S. D.
EKINS, H. R.
WSYR, Syracuse, N. Y.
ELIOT, MAJOR GEORGE FIELDING
CBS
ELLIOT, IRWIN
WFBR, Baltimore, Md.
ELLIS, CAROLINE
KMBC, Kansas City, Mo.
ENSIGN, GEORGE
KLX, Oakland, Calif.
ERK, E. CHRISTY
WBRY, Waterbury, Conn.
EVANS, DON
WIBA, Madison, Wisc.
EVANS, ROBERT
CBS
EWING, WILLIAM
Blue
EYRICK, RICHARD
WSVA, Harrisonburg, Va.

— F —

FALSONNIER, L. H.
WTSP, St. Petersburg, Fla.
FALTA, M.
WEDC, Chicago, Ill.



EDWIN C. HILL
CBS . . . Coast-to-Coast
Tues. 6:15-6:30 p.m.
Sponsored by JOHNSON & JOHNSON

Gabriel Heatter

FANNING, EDGAR
CFOS, Owen Sound, Ont.
FANNING, LARRY
KGO, San Francisco, Calif.
FARO, FRANK
WCED, DuBois, Pa.
FELDMAN, ARTHUR
Blue
FENGER, AUSTIN
KSFO, San Francisco, Calif.
FERGUSON, GENE
WEW, St. Louis, Mo.
FERRIE, BOB
WOI, Ames, Iowa
FIDLER, JIMMIE
Blue
FIELDING, CAPT. MICHAEL
WIND, Gary, Ind.
FISCHER, DICK
WHAS, Louisville, Ky.
FISHER, JERRY
KVIC, Victoria, Texas

FLANNERY, HARRY W.

Signal Roundtable; News Analysis, KNX.
Los Angeles, Calif.

FLEISHER, WILFRED
WMAL, Washington, D. C.
FLEMING, JAMES
KYA, San Francisco, Calif.
FLETCHER, GRAEME
KFH, Wichita, Kansas
FLYNN, ROBIN
WCAU, Philadelphia, Pa.
FOLSTER, GEORGE THOMAS
NBC
FORBES, GILBERT
WFBM, Indianapolis, Ind.
FOSTER, CEDRIC
WNAC, Boston, Mass.
FOSTER, HARRY "RED"
CFRB, Toronto, Ont.
FOURNIER, JEAN
CHLP, Quebec, Canada
FRASER, GORDON
Blue
FRECH, EDWARD
WMAN, Mansfield, Ohio
FUHRMAN, JOHN
WOC, Davenport, Iowa
FURNISS, WALTER
WCOL, Columbus, Ohio

— G —

GAETH, ARTHUR
KLO, Ogden, Utah
GAGNON, PEAN-LOUIS
CBF, Montreal, Canada

GAILMOR, WILLIAM S.

WHN

GAMMELL, SERENO B.
WTHT, Hartford, Conn.
GARRETT, ALFRED B.
WOSU, Columbus, Ohio
GARVIN, WALTER H.
KLBM, La Grande, Ore.
GEORGE, TIM
KMA, Shenandoah, Iowa
GERKEN, DENNIS
WJAC, Johnstown, Pa.
GEWINNER, HOLT
WMAZ, Macon, Georgia
GIVEN, KEN
WLBJ, Bowling Green, Ky.
GLADSTONE, HENRY
WOR, New York, N. Y.
GODBERSON, RAYMOND
KUSD, Vermillion, S. D.
GODDARD, DON
NBC
GODWIN, EARL
Blue
GOLDSWORTHY, JOHN
WAIT, Chicago, Ill.
GOOD, HARRY G.
WOSU, Columbus, Ohio
GOODMAN, HENRY
KMBC, Kansas City, Mo.
GORRELL, HENRY
Blue
GOW, GEORGE
WLW, Cincinnati, Ohio
GRAHAM, BILL
WDGY, Minneapolis, Minn.
GRAFTON, SAMUEL
WOR, New York, N. Y.
GRANDIN, THOMAS
Blue
GRANT, AUSTIN
WWJ, Detroit, Mich.
GRANT, DOUGLAS E.
WMT, Cedar Rapids, Iowa
KRNT-KSO, Des Moines, Ia.
GRANT, TAYLOR
WCAU, Philadelphia, Pa.
GRAU, PHIL
WEMP, Milwaukee, Wisc.

JOHANNES STEEL



BILLY REPAID
"The Flying Reporter"
Behind the mike and ahead of the news for 15 years
Mutual Network WOL, Washington, D. C.

GREBE, EARL
WSPD, Toledo, Ohio
GREENE, BOB
KNX, Los Angeles, Calif.
GREGORSON, DICK
KGO, San Francisco, Calif.
GREW, DAVID
KHQ, Spokane, Wash.
GRIFFITH, BILL
KCKN, Kansas City, Kans.
GRIMES, JAMES W.
WOSU, Columbus, Ohio
GROSS, H. R.
WISH, Indianapolis, Ind.
GROSZ, VERA
KUSD, Vermillion, S. D.
GUNNISON, ROYAL ARCH
WOR, New York, N. Y.
GUNTHER, JOHN
Blue
GWYNN, Z. V.
WDNC, Durham, N. C.

— H —

HAAKER, EDWIN L.
NBC
HACKER, LES
KVEC, San Luis Obispo, Calif.
HALE, ARTHUR
WOR, New York, N. Y.
HALL, RADCLIFFE
NBC
HAM, J. B.
WIZE, Springfield, Ohio
HAMILTON, J.
WLEU, Erie, Pa.
HAMMOND, FRED
KPRO, Riverside, Calif.
HANKINS, JACK P.
WORD, Spartanburg, S. C.
HARKNESS, RICHARD
NBC-WRC, Washington, D. C.
HARPER, TRO
WOR, New York, N. Y.
HARRINGTON, JOHN
WBBM, Chicago, Ill.
HARRINGTON, JOHN
WAGA, Atlanta, Ga.
HARRINGTON, NORMAN B.
KGLU, Safford, Ariz.

HARRIS, BOB
WMCA, New York, N. Y.
N. Y. Times News

HARRIS, WINDER R.
WTAR, Norfolk, Va.
HARRISON, BRAD
WIL, St. Louis, Mo.
HARSCH, JOSEPH C.
CBS
HART, FRED L.
WLPM, Suffolk, Va.
HARWOOD, GEOFFREY
WBZ-WBZA, Boston, Mass.
HASE, ED.
WCHV, Charlottesville, Va.
HAVRILLA, ALOIS
WOR, New York, N. Y.
HAYES, JAMES
KLX, Oakland, Calif.
HAYES, SAM
NBC
HEAD, CLOYD
WMAQ, Chicago, Ill.

HEATTER, GABRIEL
WOR, New York, N. Y.

HECKERT, ROBERT
WIBG, Philadelphia, Pa.
HEDGEPATH, BILL
WDNC, Durham, N. C.
HELSBY, H. R.
WHDL, Olean, N. Y.
HENDERSON, LEON
Blue
HENLE, RAYMOND Z.
Blue
HENNEKE, BEN
KVOO, Tulsa, Okla.
HENRY, BILL
CBS
HENSON, FRED C.
WMT, Cedar Rapids, Iowa
KRNT-KSO, Des Moines, Iowa
HERNDON, MAURICE
WLPM, Suffolk, Va.
HERRIN, W. WELDON
WRBL, Columbus, Ga.
HICKS, GEORGE
Blue

HILL, EDWIN C.
CBS

HILL, MAX
NBC
HILLEARY, PERRY E.
KINY, Juneau, Alaska



NELSON PRINGLE
Columbia Pacific Network
Exclusively for
GENERAL MILLS and
SPERRY FLOUR



WILLIAM S. GAILMOR
News Analyst
Sponsored by Stuhmer Baking Co.
Since June, 1941
WHN

HILLMAN, WILLIAM
Blue
HODGE, DR. FREDERICK
WBEN, Buffalo, N. Y.
HODGES, CHARLES
WOR, New York, N. Y.
HOLCOMB, GRANT
KQW, San Jose, Calif.
HOLLENBECK, DON
NBC
HOLLES, EVERETT
CBS
HOLLUMS, ELLIS
WQAM, Miami, Fla.
HOLMES, R. D.
KAST, Astoria, Ore.
HOPE, EDWARD S.
KGB, San Diego, Calif.
HORN, ROBERT
WMAN, Mansfield, Ohio
HOWARD, RALPH
NBC
HOWE, QUINCY
CBS
HUDSON, HARRY S.
WOPI, Bristol, Tenn.
HUGHES, ALICE
WMCA, New York, N. Y.
HUGHES, JOHN B.
KHJ, Los Angeles, Calif.
HUGHES, MARY
CKPR, Fort William, Ont.
HUGHES, RUPERT
NBC
HULWI, JAMES
WEAU, Eau Claire, Wisc.
HUNT, RAY
KONO, San Antonio, Texas
HUNTER, JIM
CFRB, Toronto, Ont.
HUNTLEY, CHET
KNX, Los Angeles, Calif.
HUSS, J. W.
WATW, Ashland, Wisc.
WJMS, Ironwood, Mich.
HUTSON, JOHN D.
WFIN, Findlay, Ohio

— I —

IRWIN, JOHN R.
KRNT-KSO, Des Moines, Iowa

— J —

JACKSON, ALLEN
CBS
JACKSON, BUD
KVOO, Tulsa, Okla.
JACKSON, LEWIS
KYA, San Francisco, Calif.
JAFFRAY, JESS
CKPC, Brantford, Ont.
JANSEN, MARK
KFEL, Denver, Colo.
JAY, HARRY
WLOK, Lima, Ohio
JEFFERIES, DAVID W.
KINY, Juneau, Alaska
JENNY, GERALD
WAJR, Morgantown, W. Va.
JOHNS, W. M.
WMFJ, Daytona Beach, Fla.
JOHNSON, ERSKINE
KECA, Los Angeles, Calif.
JOHNSON, FRANK
CKNX, Wingham, Ontario
JOHNSON, LARRY
WDNC, Durham, N. C.
JOHNSTONE, FRED
CKWS, Kingston, Ont.
JOLLY, JIM
WLBJ, Bowling Green, Ky.
JONES, PAUL M.
WFLA, Tampa, Fla.
JORGENSEN, FRED
KLS, Oakland, Calif.

— K —

KALTENBORN, H. V.
NBC
KARNES, ROBERT
WKY, Oklahoma City, Okla
KELFORD, TREVOR
WJMA, Covington, Va.
KELLEHER, PHIL
WQAM, Miami, Fla.
KELLEY, BOYD
KFJZ, Fort Worth, Texas
KELTY, WILLIAM H.
NBC

KENNEDY, JOHN B.
Blue; WNEW, New York City.

KENNY, H. B.
WMBR, Jacksonville, Fla.
KENT, JOHN
WWL, New Orleans, La.
KERGAN, G.
CKBI, Prince Albert, Saskatchewan



GEORGE HAMILTON COMBS, JR.

Seventh year as featured News Commentator—WHN.

"THE EDITORIAL SLANT OF THE NEWS"



KATHRYN CRAVENS
"News Through a Woman's Eyes"
5:15 to 5:30 P.M., Mon. thru Fri., WNEW
William Morris Agency, Inc.

KERR, ALFRED
WHBQ, Memphis, Tenn.
KESSELMAN, LOUIS C.
WOSU, Columbus, Ohio
KESSLER, DAVID E.
WHAM, Rochester, N. Y.
KIERMAN, RAY
WEEI, Boston, Mass.
KIERNAN, WALTER
Blue
KING, DAVE
WIND, Gary, Ind.
KING, GLEN
KLX, Oakland, Calif.
KING, JOE
CBS
KING, JULIUS
WJTN, Jamestown, N. Y.
KINGDON, FRANK
WOR, New York, N. Y.
WMCA, New York, N. Y.
KIRKWOOD, JOHN
WIL, St. Louis, Mo.
KISTLER, GLEASON
KFNF, Shenandoh, Iowa
KNEASS, DON
KEX-KGW, Portland, Ore.
KNELL, JACK
WBT, Charlotte, N. C.
KOLBY, CAL
WMAS, Springfield, Mass.
KREGER, ELWYN
KUSD, Vermillion, S. D.
KROECK, LOUIS F.
KTMS, Santa Barbara, Calif.
KROEN, EDWARD J.
WKPA, New Kensington, Pa.
KULT, IRVING
WIBA, Madison, Wisc.

— L —

LACHENMEIER, R. H.
KXL, Portland, Ore.
LACKEY, HECHT S.
WSON, Henderson, Ky.
LANG, FRED
WNAC, Boston, Mass.
LARGE, R. F.
CFCY, Charlottetown, P.E.I.
LAW, GLEN
KRNT-KSO, Des Moines, Iowa
LAWTON, FLEETWOOD
KMJ, Fresno, Calif.
LEE, DICK
WHBU, Anderson, Ind.
LEE, DONNA
WTMV, East St. Louis, Ill.
LEE, FRANK
WMMN, Fairmount, W. Va.
LEE, JOE
KGFF, Shawnee, Okla.
LEITCH, ALBERT
CBS
LELLMAN, JACK
WJR, Detroit, Mich.
LENHART, GARRETT
WHO, Des Moines, Iowa
LENNOX, BETTY
WGY, Schenectady, N. Y.
LENZ, TED
KVAK, Atchison, Kans.
LENZ, TED
KSAN, San Francisco, Calif.
LEWIN, JACK
WFDF, Flint, Mich.
LEWIS, CHARLES A.
KSAL, Salina, Kans.
LEWIS, DON
WWL, New Orleans, La.
LEWIS, ERVIN
WLS, Chicago, Ill.

LEWIS, FULTON, JR.
MBS

LEWIS, ROBERT
CBS
LEWRY, SCOOP
CHAB, Moose Jaw, Saskatchewan
LINDLEY, ERNEST K.
NBC
LIPKER, SHARLES H.
WIN, Findlay, Ohio
LITCH, JACK
KROX, Sacramento, Calif.
LITTLEHALES, ELMER
KAST, Astoria, Ore.
LIVERANCE, R. E.
WAIM, Anderson, S. C.
LOCHNER, LOUIS P.
NBC
LOMAX, STAN
WOR, New York, N. Y.
LONG, DEANE S.
KXEL, Waterloo, Iowa
LONG, HARRY
KVI, Tacoma, Wash.
LONG, RUSSELL
WCSC, Charleston, S. C.
LONGMIRE, CAREY
NBC
LOWE, BRYAN
WLBJ, Bowling Green, Ky.
LOWERY, BILL
KTHS, Hot Springs, Ark.
LOWERY, MEADOR
KRLD, Dallas, Texas
LUCE, DEAN
WCHV, Charlottesville, Va.
LUMBY, CAPT. A. R.
CJVI, Victoria, B. C.
LUND, EINAR
KWLC, Decorah, Iowa
LYMAN, PETER
KDAL, Duluth, Minn.
LYN, PEL
WKAT, Miami Beach, Fla.

— M —

McBRIDE, W. G.
WDBO, Orlando, Fla.
McCARTHY, TOM
WKRC, Cincinnati, Ohio
McCLURE, KEN
WBAP, Fort Worth, Texas
McCORMICK, ROBERT
NBC
McDONALD, BOB
KRGU, Weslaco, Texas
McDONALD, IRVING T.
WEEI, Boston, Mass.
McDONALD, L. A.
CFCY, Charlottetown, P.E.I.
McELVEEN, MOODY
WCOS, Columbia, S. C.
McGOWAN, GEORGE L.
KINY, Juneau, Alaska
McINTIRE, FAY
KUBM, La Grande, Ore.
McINTYRE, FRANK
KUTA, Salt Lake City, Utah
McIVER, ERNEST
WTOP, Washington, D. C.
McKEE, HUDSON
KFEL, Denver, Colo.
McKINNEY, CARL
WGTC, Greenville, N. C.
McKNIGHT, WES
CFRB, Toronto, Ont.
McNAY, IONE
WOI, Ames, Iowa
McPHERSON, GAYLORD
WDOD, Chattanooga, Tenn.
McTIGUE, HARRY
WINN, Louisville, Ky.
MacDOUGALL, JOHN
WLOL, Minneapolis, Minn.
MacEWEN, JOHN
CFCY, Charlottetown, P.E.I.
MacVANE, JOHN F.
NBC
MACK, BILL
WEDC, Chicago, Ill.
MAGIDOFF, ROBERT
NBC
MAGUIRE, DICK
KFRC, San Francisco, Calif.
MAHONEY, CLAUDE
WMAL, Washington, D. C.
MALONE, MAJOR GEN. PAUL B.
Blue
MANDERSON, STEVE
WGAC, Augusta, Ga.
MANN, JOSEPH
WKWK, Wheeling, W. Va.
MANSELL, T. H.
CFRN, Edmonton, Alberta
MANUEL, KEN
WWJ, Detroit, Mich.
MARSHALL, GENE
WBML, Macon, Georgia
MARTIN, ARTHUR
WIZE, Springfield, Ohio
MARTIN, BOB
KGVO, Missoula, Mont.
MARTIN, CARL
WIL, St. Louis, Mo.
MARTIN, REGGIE
WIZE, Springfield, Ohio
MARTIN, THOMAS E.
WWNY, Watertown, N. Y.
MARTYN, GILBERT
Blue
MATHEWS, DOROTHY
WFOY, St. Augustine, Fla.
MATTHEWS, JOE
WGKV, Charleston, W. Va.
MATHEWS, TOM
WFLA, Tampa, Florida
MAY, EARL
KMA, Shenandoah, Iowa
MAYHEW, F. E.
KASA, Elk City, Okla.
MAYNARD, H. H.
WOSU, Columbus, Ohio
MEADE, MERRILL
KXL, Portland, Ore.
MEEKS, DON
WWVA, Wheeling, W. Va.
MILLER, CHAS.
CKWS, Kingston, Ont.
MILLER, KEN
KVOO, Tulsa, Okla.
MILLER, REX
KHJ, Los Angeles, Calif.
MILLS, DR. LENNOX
WCCO, Minneapolis, Minn.
MITCHELL, BUD
WJR, Detroit, Mich.
MITCHELL, GORDON
WSLS, Roanoke, Va.
MOON, HAL
KQW, San Jose, Calif.
MOONEY, DOW
WKY, Oklahoma City, Okla.
MOORE, DUNCAN
WJR, Detroit, Mich.
MOORE, PAUL
WTJS, Jackson, Tenn.
MORRIS, JACK
KTUL, Tulsa, Okla.
MORRIS, JERRY
KOL, Seattle, Wash.
MORRISON, CHSTER
NBC
MORRISON, G. W.
WPTF, Raleigh, N. C.
MOSELEY, SYDNEY
WOR, New York, N. Y.
MOSENA, DICK
KBUR, Burlington, Iowa
MOSES, JOHN B.
WHKC, Columbus, Ohio
MOSLEY, DON
KQW, San Jose, Calif.

MROZ, W.
WEDC, Chicago, Ill.
MUELLER, MERRILL
NBC
MUNCY, HUGH
KXEL, Waterloo, Iowa
MULLER, WAYNE
KOB, Albuquerque, N. M.
MUSTARD, FRED
WKMO, Kokomo, Ind.

— N —

NASH, RALPH
WBRW, Welch, W. Va.
NEILSON, PAUL
Blue
NELSON, HOWARD
WDAY, Fargo, N. D.
NELSON, ROBERT C.
WOSH, Oshkosh, Wisc.
NELSON, THOMAS
KHSL, Chico, Calif.
NESBITT, NORMAN
KHJ, Los Angeles, Calif.
NEWHALL, SCOTT
KGO, San Francisco, Calif.
NEWKIRK, ALFRED B.
WICA, Ashtabula, Ohio
NISSIM, RENZO
WBNX, New York, N. Y.
NOTARI, SERENA
WEDC, Chicago, Ill.
NORMAN, CHARLES
KBIZ, Ottumwa, Iowa
NORWOOD, BILL
KGMB, Honolulu, Hawaii
NUSBAUM, MORT
WSAY, Rochester, N. Y.

— O —

OLSEN, ROBERT
WKY, Oklahoma City, Okla.
OPPER, FREDERICK B.
Blue
ORCUTT, EDDY
KGB, San Diego, Calif.
OSBORNE, ROY
KRBC, Abilene, Texas
OTTO, BOB
WKRC, Cincinnati
OURSLER, FULTON
WOR, New York, N. Y.

— P —

PALYI, DR. MELCHIOR
WIND, Gary, Ind.
PARKS, HAL
KQW, San Jose, Calif.
PARLIN, ALBERT C.
WHKC, Columbus, Ohio
PARR, WILLIAM GRANT
NBC
PATRICK, ROBERT
WCBS, Springfield, Ill.
PAULSON, AL
WLOL, Minneapolis, Minn.
PAULSON, ROBERT
KATE, Albert Lea, Minn.
PAYNE, LARRY
WJR, Detroit, Mich.
PEAK, GENE
WPAD, Paducah, Ky.
PEARSON, DREW
Blue
PEARSON, LEON
WWDC, Washington, D. C.
PECK, HARRY
KOIL, Omaha, Nebr.
PETERSON, ELMER W.
NBC
PHILLIPS, DR. HUBERT
KMJ, Fresno, Calif.
PHILLIPS, ROBERT
KIRO, Seattle, Wash.
PLOWMAN, M. W.
KWAT, Watertown, S. D.
POLYZOIDES, DR.
KHJ, Los Angeles, Calif.
PORTER, ROY
NBC
POULIN, G.
CHRC, Quebec, Quebec
POWELL, GEORGE
CHRC, Quebec, Quebec

PRINGLE, NELSON
Columbia Pacific Network.

PRYOR, DON
CBS

PUTNAM, GEORGE
NBC

PUTNAM, RUTH
WESX, Marblehead, Mass.

— R —

RALEIGH, JOHN
WCCO, Minneapolis-St. Paul, Minn.
RAMSEY, DUANE
KRBC, Abilene, Texas
REAMS, HUNTER
WJPA, Washington, Pa.
REED, CARL
WHEB, Portsmouth, N. H.
REEDY, GEORGE E.
Blue
REEF, WALLY
KFEL, Denver, Colo.
REEVE, RAY
WRAL, Raleigh, N. C.
REITZ, R.
WLEU, Erie, Pa.

REPAID, BILLY
MBS-WOL

RICHARDSON, STANLEY P.
NBC
RICHARDSON, WING
WFOY, St. Augustine, Fla.
RICKLES, DON
KVAN, Vancouver, Wash.
RITTER, MARIAN
WEDC, Chicago, Ill.
ROBATOR, HARRY
WMAS, Springfield, Mass.
ROBERTS, CLETE
Blue
ROBERTS, DON
KTMS, Santa Barbara, Calif.
ROBINSON, ARTHUR
WHKC, Columbus, Ohio
ROBINSON, BERTON E.
CHNS, Halifax, N. S.
ROBINSON, MAJOR GEORGE
WSUN, St. Petersburg, Fla.
ROBINSON, PRESCOTT
WOR, New York, N. Y.
RODGERS, DAVE
WFBM, Indianapolis, Ind.
RODRIGUEZ, JOSE
Blue
RODRIGUEZ, VICTOR BONO
WPAB, Ponce, Puerto Rico
ROGER, SIDNEY
KSFO, San Francisco, Calif.
ROSS, BYRNE
KSWO, Lawton, Okla.
ROSS, JOHN B.
WKIP, Poughkeepsie, N. Y.
ROSS, STAN
CFRN, Edmonton, Alberta
ROSSEN, H. B.
KYA, San Francisco, Calif.
ROTUNDO, JOSEPH
WGY, Schenectady, N. Y.
ROULSTONE, MERL
KICD, Spencer, Iowa
ROUSH, OTTIS
WTJS, Jackson, Tenn.
ROUTH, GEORGE
KIRO, Seattle, Wash.
RUSSELL, ROY L.
WOPI, Bristol, Tenn.

— S —

ST. JON, ROBERT
NBC
SALVERSON, GEORGE
CJRC, Winnipeg, Manitoba
SANDERS, WILLIAM L.
WHIO, Dayton, Ohio
SAVARD, JACQUELINE
CKAC, Montreal, Quebec
SAWYER, WILLIAM A.
KEVR, Seattle, Wash.
SAXTON, LLOYD O.
KFQD, Anchorage, Alaska
SCHACHER, DR. GERHARD
WIND, Gary, Ind.
SCHENKER, PROF. ANDRE
WTIC, Hartford, Conn.
SCHLEBER, RUTH G.
KGVO, Missoula, Mont.
SCHNEIDER, ALBERT
WSPD, Toledo, Ohio
SCHUBERT, PAUL
WOR, New York, N. Y.
SCHUSS, AL
KEVR, Seattle, Wash.
SCHWARTZ, JULIAN
WSRR, Stamford, Conn.
SCOTT, GEORGE
KBKR, Baker, Ore.
SCOTT, JOHN W.
KABC, San Antonio, Texas
SCULLY, FRANCES
Blue
SEBASTIAN, CHARLES
WHBF, Rock Island, Ill.
SEITZ, FRANK A.
WFAS, White Plains, N. Y.
SELAH, WILLIAM
WHBF, Rock Island, Ill.
SERGIO, LISA
WQXR, New York, N. Y.
SEVAREID, ERIC
CBS
SEXTON, JESSE
KALB, Alexandria, Va.
SHARPE, VIRGIL
KOIL, Omaha, Nebr.
SHAW, BRUNO
Blue
SHAW, GORDON
WJR, Detroit, Mich.
SHELDON, WYNN
WWVA, Wheeling, W. Va.
SHERMAN, BOB
WOWO, Ft. Wayne, Ind.
SHERMAN, HARRY B.
WCAR, Pontiac, Mich.
SHIPLEY, BILL
WDAF, Kansas City, Mo.
SHIRER, WILLIAM L.
CBS
SHORT, ROBERT E.
WHCU, Ithaca, N. Y.
SIMON, GEORGE
WJAC, Johnstown, Pa.
SIMPSON, CHUCK
WCSC, Charleston, S. C.
SINGISER, FRANK
WOR, New York, N. Y.
SIPES, LEON
KELD, El Dorado, Ark.
SLOSBERG, MERVIN K.
NBC
SMITH, B. A.
WSON, Henderson, Ky.

SMITH, BECKLEY
WJAS, Pittsburgh, Pa.
SMITH, EDWIN
KGKB, Tyler, Texas
SMITH, ERLE
KMBC, Kansas City, Mo.
SMITH, JOHN T.
KYA, San Francisco, Calif.
SMITH, LARRY
KPO, San Francisco, Calif.
SMITH, STAN
WHLS, Port Huron, Mich.
SMITH, WHEELER
KOL, Seattle, Wash.
SMITS, LEE
WXYZ, Detroit, Mich.
SOWARD, OLAF
WIBW, Topeka, Kansas
SPENCE, BOB
KIRO, Seattle, Wash.
SPENCER, NELSON P.
WTBO, Cumberland, Md.
SPENCER, S. T.
WPTF, Raleigh, N. C.
SPENGLER, H. S.
WAIM, Anderson, S. C.
STANLEY, JACK
WNAC, Boston, Mass.
STANSELL, CHARLES V.
WDAF, Kansas City, Mo.

STEEL, JOHANNES
WMCA, New York, N. Y.

STEIN, MRYL
KGKL, San Angelo, Texas
STEINKOPF, ALVIN J.
WBBM, Chicago, Ill.
STERLING, DR. WALLACE
KNX, Los Angeles, Calif.
STERNBERGER, ESTELLE M.
WQXR, New York, N. Y.
STIFF, JAMES H.
KBST, Big Spring, Texas
STINSON, JOHN
WKRC, Cincinnati, Ohio
STODDARD, LOTHROP
WMAL, Washington, D. C.
STOKES, RICHARD
WGTC, Greenville, N. C.
STONE, GWEN
KSRO, Santa Barbara, Calif.
STONE, SID
WOI, Ames, Iowa
STONE, WALTER
KBUR, Burlington, Iowa
STUBBS, MARION
KFNF, Shenandoah, Iowa
STRANDVOLD, GEORG
KWLC, Decorah, Iowa
SULLIVAN, FLOYD M.
KWTO, Springfield, Mo.
SULLIVAN, PAUL
WHN, New York, N. Y.
SUTHERLAND, JOHN
WMMN, Fairmont, W. Va.
SUTHERLAND, SIDNEY
Blue
SWAYZE, JOHN CAMERON
KMBC, Kansas City, Mo.
SWEENEY, B. J.
WHKC, Columbus, Ohio
SWEET, BEN
WMAS, Springfield, Mass.
SWENSON, HARVEY
KFAB-KFOR, Lincoln, Nebr.
SWIFT, JACK
KDKA, Pittsburgh, Pa.

SWING, RAYMOND GRAM
Blue

SWITZER, JO ANN
KBST, Big Spring, Texas
SWITZER, MACK
KFEL, Denver, Colo.

— T —

TALBERT, HARRY I.
WFOY, St. Augustine, Fla.
TAYLOR, ALBERT
WCAU, Philadelphia, Pa.
TAYLOR, DON
KOAM, Pittsburgh, Kans.
TAYLOR, HENRY J.
Blue
TAYLOR, MARY LEE
CBS
TEAGUE, W. C.
WMC, Memphis, Tenn.
TEAS, CHARLES
KOB, Albuquerque, N. M.
TEMPLE, BROOKE
KSFO, San Francisco, Calif.
TERRY, BILL
WSN, Birmingham, Ala.
TERWEY, TYS
WNOX, Knoxville, Tenn.
THAYER, JACK
WLOL, Minneapolis, Minn.
THOMAS, ART
WJAG, Norfolk, Nebr.
THOMAS, BOB
KEX-KGW, Portland, Ore.
THOMAS, GENE
WOPI, Bristol, Tenn.
THOMPSON, DOROTHY
B'ue
THOMPSON, KAY
WMVA, Martinsville, Va.
THOMSON, VERL
KSOO-KELO, Sioux Falls, S. D.
THRASHER, LES
WJPF, Herrin, Ill.
TIDEMANN, WARNER C.
KATE, Albert Lea, Minn.
TOBIN, RICHARD
WOR, New York, N. Y.
TOMLINSON, EDWARD
Blue
TRAUM, WILLIAM R.
WROK, Rockford, Ill.
TRIBLEY, HANK
WGTC, Greenville, N. C.
TRIEST, BILL
KROX, Sacramento, Calif.
TROUT, BOB
CBS
TRUE, HAROLD
WWJ, Detroit, Mich.
TURNER, WALTER
WWVA, Wheeling, W. Va.

— U —

UEBELHART, JIM
WSPD, Toledo, Ohio

— V —

VAN, LYLE
NBC
VANDERCOOK, JOHN W.
NBC, Blue
VAN DEVENTER, FRED
WJR, Detroit, Mich.
VAN VOORHIS,, WESTBROOK
Blue
VARES, GEORGE
WEDC, Chicago, Ill.
VOGEL, PHIL
WGKV, Charleston, W. Va.

— W —

WADE, VIRGINIA
WCED, DuBois, Pa.
WAGNER, PAUL
WPAY, Portsmouth, Ohio
WAHL, JIM McDONALD
NBC
WALES, MRS. JAMES E. SIDNEY
KROW, Oakland, Calif.
WALLACE, EDWARD R.
NBC
WALLER, MAURICE
WDAY, Fargo, N. D.
WALRATH, WALTER W.
WICA, Ashtabula, Ohio

WALTON, SID
WHN, New York, N. Y.

WANN, PAUL
WDOD, Chattanooga, Tenn.
WARD, BILL
WJMA, Covington, Va.
WARNES, BOB
KWAT, Watertown, S. D.
WATTS, DUANE L.
KHAS, Hastings, Nebr.
WAYNE, BOB
WDGY, Minneapolis, Minn.
WELSH, PAUL
WHCU, Ithaca, N. Y.
WELTMER, FRANK
KTMS, Santa Barbara, Calif.
WESP, JOSEPH
WBEN, Buffalo, N. Y.
WESTOVER, JAMES
WOWO, Ft. Wayne, Ind.
WETZEL, EARLE H.
WCBA-WSAN, Allentown, Pa.
WHALEN, STORM
KVOA, Siloam Spprings, Ark.
WHITE, DEREK
KYA, San Francisco, Calif.
WILLIAMS, BEN
WTOC, Savannah, Ga.
WILSON, MEREDITH
KDYL, Salt Lake City, Utah
WINCHELL, WALTER
Blue
WINTER, WILLIAM
KNX, Los Angeles, Calif.
WIRTH, DONALD C.
WMAN, Marinette, Wisse.
WITTON, BLOIS
CFOS, Owen Sound, Ont.
WOOD, HARRISON
KHJ, Los Angeles, Calif.
WOODSIDE, WILLSON
CBL, Toronto, Ont.
WOODYATT, PHIL
KQW, San Jose, Calif.
WOOLRIDGE, BILLY
WTAW, College Station, Texas
WOOLFRIES, ANDREW G.
WMT, Cedar Rapids, Iowa
KRNT-KSO, Des Moines, Iowa
WORKHOVEN, MERRILL
KELO-KSOO, Sioux Falls, S. D.
WORLEY, DAVID R.
KGLU, Safford, Ariz.
WRIGHT, STERLING W.
WSPA, Spartanburg, S. C.

— Y —

YOUNGBLOOD, WES.
KFYO, Lubbock, Texas

— Z —

ZYBERG, ED
KROX, Sacramento, Calif.

ANNOUNCERS

And Their Work During 1943

— A —

AARON, HERMAN
WNOX, Knoxville, Tenn.
ABBE, JAMES
KEX-KGW, Portland, Ore.
ABBOTT, BUD
WHAD, Louisville, Ky.
ABBOTT, CHARLES
WSOC, Charlotte, N. C.
ABERNATHY, JACK
WKNY, Kingston, N. Y.
ABERNATHY, WILLIAM
Blue
ADAMS, FELIX D.
WISH, Indianapolis, Ind.
ADAMS, FELIX
KFPX, Spokane, Wash.
ADAMS, GARRETT
WRJN, Racine, Wisc.
ADAMS, GLENN
WIBG, Philadelphia, Pa.
ADAMS, ROBERT
WNEW, New York City.
ADAMS, WALDO
KSWO, Lawton, Okla.
ADAMSON, DOUGLAS
KFMB, San Diego, Calif.
AGEE, BILL
KUTA, Salt Lake City, Utah.
ALAN, PAT
WCLO, Janesville, Wisc.
AKER, RICHARD J.
WAOV, Vincennes, Ind.
ALBERTSON, DON
WCAL, Northfield, Minn.
ALBINGER, ALBERT R., JR.
WKWK, Wheeling, W. Va.
ALBROOK, ROBERT
KOBH, Rapid City, S. D.
ALDEN, JERRY
WSNJ, Bridgeton, N. J.
ALDERMAN, JAMES
WRR, Dallas, Tex.
ALDRICH, LESTER
KPDN, Pampa, Tex.
ALEXANDER, JOHN
CFRN, Edmonton, Alta.
ALLAN, FRANK
WWL, New Orleans, La.
ALLEN, BILL
WBRW, Welch, W. Va.
ALLEN, BOB
WKBZ, Muskegon, Mich.
ALLEN, DAVE
WJPA, Washington, Pa.
ALLEN, EDWARD D., JR.
WMAQ, Chicago, Ill.
ALLEN, FRANK
KLZ, Denver, Colo.
ALLEN, GARY
WOC, Davenport, Iowa.
ALLEN, HERB
Dear John, CBS—Red Skelton, NBC; People are Funny, NBC.
ALLEN, JOAN
KPRC, Houston, Tex.
ALLEN, KAY
WHBQ, Memphis, Tenn.
ALLEN, CLARENCE L.
WEBR, Buffalo, N. Y.
ALLEN, PHIL
WISN, Milwaukee, Wis.
ALLEN, STEVE
KOY, Phoenix, Ariz.
ALLEN, VICTOR
WAAT, Jersey City, N. J.
ALLISON, ROBERT
WNEW, New York City.
ALSPAUGH, WM.
WAIR, Winston-Salem, N. C.
ALTER, BENNE
WMT, KRNT, KSO, Des Moines, Iowa.

CARLTON KaDELL

Announcing

JACK CARSON SHOW
(Campbell's Soups)

POINT SUBLIME
(Union Oil Co.)

Host-Narrator
IN TIME TO COME
(United Airlines)

Title Role
RED RYDER



BEN GRAUER
NBC

ALTMAN, RICHARD
WKAT, Miami Beach, Fla.
AMADON, ARTHUR
WBZ-WBZA, Boston, Mass.
AMAULI, GUILIO
WHOM, Jersey City, N. J.
AMECHE, DON
What's New?—Blue.
AMES, DON
KXEL, Waterloo, Iowa.
ANDRE, GEORGE
KOMA, Oklahoma City, Okla.
ANDERSON, BOB
Dr. Christian—CBS.
ANDERSON, HERBERT
WTSP, St. Petersburg, Fla.
ANDERSON, R. C.
WILL, Unbana, Ill.
ANDREW, JOHN
WCBS, Springfield, Ill.
ANDREWS, RUSS
WFBR, Baltimore, Md.
ANSBRO, GEORGE
Blue
ANSPACH, ELDON
KOIL, Omaha, Nebr.
ANTHONY, JACK
CKRS, Manitoba, Canada.
ANTHONY, JACK
KCKN, Kansas City, Kans.
ANTHONY, TED
WGST, Atlanta, Ga.
ANTOINE, TEX
NBC
APPLE, WILLIAM
KRSC, Seattle, Wash.
ARLOW, HERB
CJKL, Ontario, Canada.
ARIM, THOMAS
WSTV, Steubenville, Ohio
ARLYNN, JIM
WWJ, Detroit, Mich.
ARMSTRONG, ARLENE
WHBF, Rock Island, Ill.
ARMSTRONG, BOB
WRRF, Washington, N. C.
ARMSTRONG, F.
CJIC, Saulte Ste. Marie, Ont.
ARMSTRONG, FRANK
WJPR, Greenville, Miss.
ARNELL, PETER
WPEN, Philadelphia, Pa.
ARNETT, BOB
KMYR, Denver, Colo.
ARTHUR, FRANK
KMJ, Fresno, Calif.
ARTHURS, CHARLES
WBNS, Columbus, Ohio
ASHLEY, NORMA
WAAB, Worcester, Mass.
ASCARELLI, GUILIO
WHOM, Jersey City, N. J.
ASHLEY, WILLIAM
WCAO, Baltimore, Md.
ASKEW, MILT
KELO, Sioux Falls, S. D.
ATCHISON, CHARLES
WSGN, Birmingham, Ala.
ATHEARN, BOB
WHEB, Portsmouth, N. H.
ATKINS, GALES
WSTP, Salisbury, N. C.
ASPINWALL, HUGH
KWTO, Springfield, Mo.
AUSTIN, BETTY
WDAN, Danville, Ill.
AUSTIN, FLETCHER
WSOC, Charlotte, N. C.
AUSTIN, TED
WGY, Schenectady, N. Y.
AVERY, MARTIN B.
WLNH, Laconia, N. H.
AYARS, LOWELL
WSNJ, Bridgeton, N. J.

— B —

BACH, ALWYN
KYW, Philadelphia, Pa.
BACHMAN, DONALD
WHKC, Columbus, Ohio
BACK, GUNNER
WTOP, Washington, D. C.
BAILEY, BILL
KWTO, Springfield, Mo.
BAILEY, JACK
KNX, Los Angeles, Calif.
BAILEY, MEL
KGW, KEX, Portland, Ore.
BAILEY, NORMAN
WTRY, Troy, N. Y.
BAILEY, WILLIAM S.
KTHS, Hot Springs National Park, Ark.
BAILLY, JEAN-MAURICE
CBF, Montreal, Canada
BAKER, ART
Horace Heidt's Treasure Chest.
BAKER, CY
WOAI, San Antonio, Tex.
BAKER, DONALD
Mrs. Miniver, CBS, New York.
BAKER, ELIZABETH
KFKU, Lawrence, Kans.
BAKER, JANET
KALB, Alexandria, La.
BAKER, SHIRLEY
KGKB, Tyler, Tex.
BALCH, ALLEN
KGKB, Tyler, Tex.
BALDWIN, BILL
KGO, San Francisco, Calif.
BALDWIN, JAMES
KQW, San Jose, Calif.
BALDWIN, MARIE
WCOL, Columbus, Ohio
BALDWIN, MEL
KEX, KGW, Portland, Ore.
BALES, JR., ELMER
KAST, Astoria, Ore.
BALFE, KIERAN
WERC, Erie, Pa.
BALL, NOEL
WJAG, Norfolk, Nebr.
BALL, ROBERT
WWDC, Washington, D. C.
BALLARD, DAVE
KOL, Seattle, Wash.
BALLARD, GEORGE
WGBG, Greensboro, N. C.
BALLOU, CHARLES
WDBJ, Roanoke, Va.
BAMBRICK, GORDON
KEX, KGW, Portland, Ore.
BANGHART, KENNETH
WRC, Washington, D. C.
BANKS, TROY
KTKC, Visalia, Calif.
BANNON, JIM
I Love a Mystery-CBS, Stars Over Hollywood-CBS.
BARBER, GEORGE
WDEF, Chattanooga, Tenn.
BARD, KING
WLAV, Grand Rapids, Mich.
BARLOW, CAL
KIDO, Boise, Idaho
BARNES, TOM
WDAY, Fargo, N. D.
BARRETT, TONY
WGAC, Augusta, Ga.
BARRINGER, BOB
KADA, Ada, Okla.
BARRON, CARL
KSRO, Santa Rosa, Calif.
BARRON, LEE
KTUL, Tulsa, Okla.
BARRY, JIM
WWL, New Orleans, La.
BARRY, JIM
WGH, Norfolk, Va.
BARTELL, PAUL
WEMP, Milwaukee, Wisc.
BARTH, BERNIE
WFIL, Philadelphia, Pa.
BARTLETT, ARTHUR
WBOW, Terre Haute, Ind.
BARTLETT, GERALD
WSPR, Springfield, Mass.
BARTON, HAL
WTAR, Norfolk, Va.
BASEL, MARTIN
WCAU, Philadelphia, Pa.
BASHARA, LESTER L.
WMT, Cedar Rapids, Ia.. KRNT, KSO, Des Moines, Ia.
BASTIEN, MIREILLE
CBF, Montreal, Can.
BASTIEN, M.
CBM, Montreal, Can.
BATCHELDER, JOHN
WRC, Washington, D. C.
BATEY, HUBERT
WSB, Atlanta, Ga.
BATT, ROBERT
WMRO, Aurora, Ill.
BATTERSEA, WESLEY
KLZ, Denver, Colo.
BAULER, ARTHUR
WTRC, Elkhart, Ind.
BAULU, M.
CKAC, Montreal, Can.
BAUMGARTNER, BOB
KIUL, Garden City, Kans.
BAXTER, RICHARD
WTAM, Cleveland, Ohio
BAYLY, TRAVERS
WHIO, Dayton, Ohio
BEAL, KING
KXEL, Waterloo, Iowa
BEAN, ROBERT
WAIR, Winston-Salem, N. C.
BEARDSLEY, LEONARD
KIRO, Seattle, Wash.
BEATTIE, BILL
CKNX, Wingham, Can.
BEATTY, HAROLD
WBML, Macon, Ga.
BEAUPARLANT, WILLIAM
WCOU, Lewiston, Me.
BECHTAL, EARL
WSNJ, Bridgeton, N. J.
BECHTEL, HARRY
KFRC, San Francisco, Calif.
BECK, JIMMY
KGNC, Amarillo, Tex.
BECKER, SANFORD
This Life Is Mine; Sing Along, CBS, New York.
BECKWORTH, LLOYD
KINY, Juneau, Alaska
BEDFORD, PAUL
WERC, Erie, Pa.
BEDFORD, RUPERT
CKNX, Wingham, Can.
BEE, ALON W.
WJDX, Jackson, Miss.
BEISSEAU, RAYMOND
CKCV, Quebec, Que., Can.
BELANGER, L.
CKAC, Montreal, Can.
BELL, JACK
WTCN, Minneapolis, Minn.
BELL, KEN
WSAY, Rochester, N. Y.
BENCE, BOB
KFRC, San Francisco, Calif.
BENDT, JACK
WAVE, Louisville, Ky.
BENNETT, BERN
WMAL, Washington, D. C.
BENNETT, BERTON
KGO, San Francisco, Calif.
BENNETT, DUN
KGY, Olympia, Wash.
BENNETT, FRED
WCKY, Cincinnati, Ohio
BENNETT, H.
CJIC, Sault Ste. Marie, Ont.
BENNETT, KENYON
KLO, Ogden, Utah

BENNETT, RAY
KBUR, Burlington, Iowa
BENSON, NORMAN
WAAT, Jersey City, N. J.
BENSON, RALPH
WMAQ, Chicago, Ill.
BENSON, RALPH
KOL, Seattle, Wash.
BENUM, ARNOLD
KMO, Tacoma, Wash.
BERCOVICI, B. S.
WLW, Cincinnati, Ohio
BERGERON, GEORGE
WSLB, Watertown, N. Y.
BERGEVIN, FERNAND E.
CHLP, Quebec, Can.
BERMAN, LEW
KEYS, Corpus Christi, Tex.
BERMAN, SANFORD
WHLB, Virginia, Minn.
BERNDT, IRVING A.
WRAK, Williamsport, Pa.
BERNHARD, PAT
WFOY, St. Augustine, Fla.
BERNSTEIN, JERRY
KOMA, Oklahoma City, Okla.
BERRY, CHARLES
NBC
BERRY, SIDNEY
WNEW, New York City.
BESSIE, BILL
CBL, Toronto, Ont.
BEST, MARVIN
KHJ, Los Angeles, Calif.
BETTERS, MITCHELL
WTHT, Hartford, Conn.
BETINSON, WINSLOW
WHEB, Portsmouth, N. H.
BEUMGARTNER, BOB
KIUL, Garden City, Kans.
BEYERS, DICK
WLLH, Lowell, Mass.
BEZOFF, BEN
KMYR, Denver, Colo.
BIDDLE, RICHARD
WWVA, Wheeling, W. Va.
BIGHAM, BOB
WTAR, Norfolk, Va.
BILL, EMIL
WMBD, Peoria, Ill.
BILLINGS, HELEN
WFNC, Fayetteville, N. C.
BINNS, WILLARD
KBIZ, Ottumwa, Iowa
BIRD, JR., CHAS.
WKBZ, Muskegon, Mich.
BIRDSELL, JOHN
WMIN, St. Paul, Minn.
BISH, DON
KIDO, Boise, Idaho
BISHOP, KENNETH
KGNC, Amarillo, Tex.
BISSELL, ROBERT
KGGM, Albuquerque, N. M.
BIVENS, BILL
Harry James and His Music Makers-CBS.
BJORLIE, LEO
WCAL, Northfield, Minn.
BLACK, HOWARD
WLS, Chicago, Ill.
BLACK, EARL P.
WMAN, Mansfield, Ohio
BLACK, SHIRL W.
KOVO, Provo, Utah
BLACKBURN, FREDERICK
KYCA, Prescott, Ariz.
BLACKBURN, JOYCE
WMBI, Chicago, Ill.
BLAGG, ROBERT
WAJR, Morgantown, W. Va.
BLAIN, LEE
WBML, Macon, Ga.
BLAIR, TED
WCLS, Joliet, Ill.
BLAKE, JOHN
WSAU, Wausau, Wisc.
BLAKE, RANDY
WJJD, Chicago, Ill.
BLAKELY, CLINT
WAPI, Birmingham, Ala.
BLANKS, VICTOR
KOA, Denver, Colo.
BLAZAK, JOSEPH
KGFJ, Los Angeles, Calif.
BLENDER, MORTON
WPRO, Providence, R. I.

BLOCK, MARTIN
WNEW, New York, N. Y.

BLONDEAU, ANDRE
CHRC, Quebec, Can.
BOBROW, NORMAN
KFQD, Anchorage, Alaska
BODDEN, ROBERT
WKBH, La Crosse, Wisc.
BODINGTON, MAURICE
CFRB, Ontario, Can.
BOGACH, JOHN VICTOR
KVEC, San Luis Obispo, Calif.
BOGGS, MURRAY
KMO, Tacoma, Wash.
BOHACK, WILLIAM
WPAT, Paterson, N. J.
BOHANNAN, BILL
KROW, Oakland, Calif.
BOISJOLI, J.
CKAC, Montreal, Can.
BOKAN, JOHN
WCAR, Detroit, Mich.
BOLIN, DICK
WTAW, College Station, Tex.

HARRY VON ZELL

Eddie Cantor

Duffy's Tavern

Dinah Shore



FRANK GALLOP

BOLLINGER, BOB
WJAC, Johnstown, Pa.
BOLLINGER, GENE
WGNC, Gastonia, N. C.
BOLTIZ, ELLEN
KVOX, Moorhead, Minn.
BOLTON, LESS
WMBI, Chicago, Ill.
BOND, LYLE
WCAR, Pontiac, Mich.
BONENFANT, JEAN CHARLES
CKCV, Quebec, Que.
BOOTH, VIRGIL C.
WHDL, Olean, N. Y.
BOSWELL, JR., MIMS
WCBI, Columbus, Miss.
BOSWELL, TOM
WIL, St. Louis, Mo.
BOSWORTH, BOB
WAPO, Chattanooga, Tenn.
BOUCHEIR, ROB.
WLOL, Minneapolis, Minn.
BOUDREAU, BOB
CHRC, Quebec, Can.
BOUGHTER, PEGGY
WKST, New Castle, Pa.
BOURNE, PORTER
WEXL, Royal Oak, Mich.
BOUSLOG, WESLEY
WHIO, Dayton, Ohio
BOVIN, JAY
WCSH, Portland, Me.
BOWEN, FRANK
KGFJ, Los Angeles, Calif.
BOWER, RICHARD
WRAK, Williamsport, Pa.
BOWMAN, ROGER
NBC
BOYER, JOHN F.
KDKA, Pittsburgh, Pa.
BOWERS, DAN
KHJ, Los Angeles, Calif.
BOWMAN, E.
CJAT, Trail, B. C.
BOX, VES
KRLD, Dallas, Tex.
BOYD, JACK
WMGR, High Point, N. C.
BOYD, RONALD
WBTA, Batavia, N. Y.
BOYD, HARVEY R.
KPLT, Paris, Tex.
BOYD, TRENT
KTTS, Springfield, Mo.
BOYDEN, MARC
WSBT, South Bend, Ind.
BOYSEN, JIM
WTCN, Minneapolis, Minn.
BRADBURY, BOB
KWKH, Shreveport, La.
BRADLEY, RULON
KOVO, Provo, Utah
BRADY, BILL
WEDC, Chicago, Ill.
BRADY, TOM
WLS, Chicago, Ill.
BRAMSTEDT, AL.
KFAR, Fairbanks, Alaska
BRAND, CHARLES
WKWK, Wheeling, W. Va.
BRANDL, MILTON
WISN, Milwaukee, Wis.
BRANDT, JOE
WPAD, Paducah, Ky.
BRANIN, PAT
KGB, San Diego, Calif.
BRANTLEY, GEORGE
WTAR, Norfolk, Va.
BRAWNER, PAUL
KMA, Shenandoah, Iowa
BRAXTON, JACK
WGBR, Goldsboro, N. C.
BREINING, PAUL M.
WMRF, Lewiston, Pa.
BRECKNER, GARY
Blue, Luncheon With the Stars
BREMSER, LYELL R.
KFAB, Lincoln, Nebr.

BRENEMAN, TOM
Blue, Breakfast at Sardi's

BRENGEL, BILL
WWL, New Orleans, La.
BRENNER, PAUL
WWAT, Jersey City, N. J.
BRENTSON, PAUL
WBBM, Chicago, Ill.
BRIGHT, BOB
WAAT, Jersey City, N. J.
BRIGHT, HARRY
WGBR, Goldsboro, N. C.
BRINCELL, NORVELL
KBTM, Jonesboro, Ark.
BRINK, TED
WOOD, Grand Rapids, Mich.
BRINKLEY, JACK
WLS, Chicago, Ill.
BRINE, WALTER L.
WPRO, Providence, R. I.
BRINN, JOHN
WCBI, Columbus, Miss.
BRINNON, VIRGIL
KHQ, Spokane, Wash.
BRISBANE, YVONNE
WCBI, Columbus, Miss.
BRITT, JOHN
WGBR, Goldsboro, N. C.
BRITT, WESTON
WCOV, Montgomery, Ala.
BROCK, BUDDY
WHAS, Louisville, Ky.
BROMELL, GLEN
KFEL, Denver, Colo.
BRONSON, DICK
WNBC, Hartford, Conn.
BROOK, BILL
WEMP, Milwaukee, Wisc.
BROOK, PHILIP S.
WTAG, Worcester, Mass.
BROOKE, NED R.
WCMI, Ashland, Ky.
BROOKS, GEORGE
KOVC, Valley City, N. D.
BROOKS, J.
CFCF, Montreal, Que., Can.
BROOKS, JOE
WLLH, Lowell, Mass.
BROOKS, LYNN
WCOV, Montgomery, Ala.
BROPHY, BILL
WKNY, Kingston, N. Y.
BROWN, ANDERSON
WGBG, Greensboro, N. C.
BROWN, BILL
KYA, San Francisco, Calif.
BROWN, WARREN C.
KEVR, Seattle, Wash.
BROWN, GREGG
WNBC, Hartford, Conn.
BROWN, HOWARD
WFIL, Philadelphia, Pa.
BROWN, ALLEN J.
WFOY, St. Augustine, Fla.
BROWN, JIM
KCRC, Enid, Okla.
BROWN, MAE
WHDL, Olean, N. Y.
BROWN, MAX
KHAS, Hastings, Nebr.
BROWN, RED
WDEF, Chattanooga, Tenn.
BROWN, WALTER
KRSC, Seattle, Wash.
BROWN, WINSOR
WMBD, Peoria, Ill.
BROWNE, PHYLLIS BARD
WTBO, Cumberland, Md.
BROWNE, ED
KMBC, Kansas City, Mo.
BROWNE, FRANK
KTHS, Hot Springs National Park, Ark.
BROWNING, DOUGLAS
Blue
BRUCE, DWIGHT
WTOC, Savannah, Ga.
BRUCE, IRENE
WSAZ, Huntington, W. Va.
BRUMLEY, GEORGE
WJPF, Herrin, Ill.
BRYAN, WILLIAM
WHAS, Louisville, Ky.
BYERS, HALE
Minneapolis, Minn.
BYERS, WAYNE
WTAM, Cleveland, Ohio
BUDDLEY, BILL
WGY, Schenectady, N. Y.
BUCK, LOUIE
WSM, Nashville, Tenn.
BUEHLMAN, CLINT
WBEN, Buffalo, N. Y.
BUELL, BRUCE
KHJ, Los Angeles, Calif.
BUENNING, PAUL
KOMA, Oklahoma City, Okla.
BUILTA, TOM
WBBM, Chicago, Ill.
BULLEN, REED
KVNU, Logan, Utah
BUNING, JOHN A.
WSPB, Sarasota, Fla.
BUNN, BILL
WGTM, Wilson, N. C.
BURCHELL, MARGO
KTSM, El Paso, Tex.
BURDICK, NEIL
KTFM, Temple, Tex.
BURGER, JOE
KRLD, Dallas, Tex.
BURGESS, PAT
WMBH, Joplin, Mo.
BURICK, MARVIN
WIOD, Miami, Fla.
BURKE, DONALD
KORE, Eugene, Ore.
BURKE, GORDON
KHJ, Los Angeles, Calif.
BURKE, JACKSON
KROW, Oakland, Calif.
BURKE, STEPHEN
WBZ-WBZA, Boston, Mass
BURLINGAME, BOB
WHO, Des Moines, Iowa
BURLINGAME, PRICE
KEX, KGW, Portland, Ore.
BURNETTE, WM.
WCPO, Cincinnati, Ohio
BURNS, DAVE
KFJZ, Fort Worth, Tex.
BURNS, REBECCA
WLAY, Muscle Shoals City, Ala.
BURROUGHS, CADDELL
KNOW, Austin, Tex.
BURROWS, DOUG.
CHEX, Ontario, Can.
BURT, GARLAND
WLAY, Muscle Shoals City, Ala.
BURTON, LINN
WAIT, Chicago, Ill.
BUSH, DICK
KRLD, Dallas, Tex.
BUTLER, CURTIS
KGMB, Honolulu, Hawaii
BUTLER, JERRY
WBRE, Wilkes-Barre, Pa.

BUTTERFIELD, BILL
KMYR, Denver, Colo.
BYRUM, BUCK
WSIX, Nashville, Tenn.

— C —

CADDELL, RAYMOND
WOLS, Florence, S. C.
CADWELL, ROBERT
WORK, Fockford, Ill.
CAFFEY, ROBERT W.
WIOD, Miami, Fla.
CAJANO, P.
WHOM, Jersey City, N. J.
CALHOUN, JOHN C.
WASK, Lafayette, Ind.
CALL, DICK
KQD, Anchorage, Alaska
CALLAN, ROBERT L.
WBT, Charlotte, N. C.
CALVIN, JACK
KPAB, Laredo, Tex.
CAMPBELL, DAVE
WCOS, Columbia, S. C.
CAMPBELL, FRED
WHIO, Dayton, Ohio
CAMPBELL, KEN
CHEX, Ontario, Can.
CAMPBELL, MARTIN
KLX, Oakland, Calif.
CANADAY, EWING
KARK, Little Rock, Ark.
CANFIELD, GILBERT
WGKV, Charleston, W. Va.
CANNON, CURTIS
WFOY, St. Augustine, Fla.
CANTER, RUSSELL E.
WBNS, Columbus, Ohio
CANUP, CHARLES E.
KFPX, Spokane, Wash.
CARAGO, DICK
WRUF, Gainesville, Fla.
CARBOUGH, ROBERT
WMBI, Chicago, Ill.
CARD, CLELLAN
WCCO, Minneapolis, Minn.
CAREY, STANLEY
WBRK, Pittsfield, Mass.
CARLILL, HUNTINGTON
WBNS, Columbus, Ohio
CARLSEN, VERNE
WOI, Ames, Iowa.
CARLSON, BOB
KBIZ, Ottumwa, Iowa
CARLSON, HARRY
WOR
CARLSON, HOWARD
WIBC, Indianapolis, Ind.
CARLTON, MICHAEL
CKWS, Kingston, Ont., Can.
CARMICHAEL, LES
WFOR, Hattiesburg, Miss.
CARNE, BERT
KGFJ, Los Angeles, Calif.
CARNEY, JOE
WCOL, Columbus, Ohio
CARPENTER, KEN
Kraft Music Hall-NBC; World News Parade, One Man's Family, The Great Gildersleeve.
CARROLL, BETTE
WSBT, South Bend, Ind.
CARROLL, JIMMY
WSTP, Salisbury, N. C.
CARTER, BOB
WXYZ, Detroit, Mich.
CARTER, FRANCIS
WAPI, Birmingham, Ala.
CARTER, KEN
WELI, New Haven, Conn.
CARTER, SHEELAH
WHK, Cleveland, Ohio
CARUSO, CARL
WBZ-WBZA, Boston, Mass.
CARY, HARVEY
WBBM, Chicago, Ill.
CASSELL, CLARENCE
KQW, San Jose, Calif.
CASSTEVENS, JOHN
KIDO, Boise, Idaho
CATON, EARL
WSTP, Salisbury, N. C.
CATUDAL, J.
CKAC, Montreal, Can.
CAVE, WALT
KMJ, Fresno, Calif.
CHADWICK, TONY
WAJR, Morgantown, W. Va.
CHALMERS, JAMES
WEIM, Fitchburg, Mass.
CHAMBERS, NANCY
WSLI, Jackson, Miss.
CHANCELLOR, GREGORY
KTUL, Tulsa, Okla.
CHAPAIS, THOMAS
CBF, Montreal, Can.
CHAPEAU, TED
WJHP, Jacksonville, Fla.
CHAPIN, LOUIS
WTAG, Worcester, Mass.
CHAPLEAN, NORMAN
WLLH, Lowell, Mass.
CHAPMAN, LLOYD
KDAL, Duluth, Minn.
CHAPMAN, REID
WISH, Indianapolis, Ind.
CHAPPELLE, ROY
CBL, Toronto, Ont.
CHARLES, ERNEST
KNX, Los Angeles, Calif.

DICK JOY
KNX-CBS

Newscaster — Announcer

Announcer on . . .

Nelson Eddy—Old Gold Show
Those We Love—General Foods Show
Pabst Blue Ribbon—Groucho Marx Show
Harry W. Flannery broadcasts for Bekin's and Planter's . . .
also
Hitch-Hiker on the Amos and Andy Campbell Soup Programs.

Newscasting for . . .

Sweetheart Soap and Mennen's at 7:30 to 7:45 A.M. daily, Mon.-Sats. over the Pacific Coast Network. 1:15 P.M. daily, Mon.-Fris., for Thrifty Drug. . . .

8:55 P.M. Mon., Wed., Thurs., Sat., 8:25 P.M. Sundays, 9:25 Tuesdays, for McKesson-Robbins, Smith Bros., and California Prune and Apricot Growers.



PAT McGEEHAN
Narrator
Actor
Announcer

CHARLES, HENRY
KNX, Hollywood; Don't You Believe it-CPN; Campana Serenade-CBS.
CHASE, TOM
WOW, Omaha, Nebr.
CHASTAIN, TONY
WKY, Oklahoma City, Okla.
CHEATHAM, FRANK
WTOC, Savannah, Ga.
CHEATHAM, J. B., JR.
WRLC, Toccoa, Ga.
CHERNEY, CAROL
KUSD, Vermillion, S. D.
CHESSER, ALEX, JR.
KABC, San Antonio 5, Tex.
CHILDS, LELAND
WSFA, Montgomery, Ala.
CHILDS, RALPH
KMA, Shenandoah, Iowa
CHRISTIAN, RALPH
WSM, Nashville, Tenn.
CHRISTOPHER, BOB
WHIZ, Zanesville, Ohio
CHURCH, ERNEST
WRLC, Toccoa, Ga.
CHURCHILL, NELSON
WNAC, Boston, Mass.
CLAAME, ARTABAB L.
KINY, Juneau, Alaska
CLAIBORNE, EVERETTE
KLX, Oakland, Calif.
CLARK, ANN
KICA, Clovis, N. M.
CLARK, ARLENE
KOVO, Provo, Utah
CLARK, B. J.
WBT, Charlotte, N. C.
CLARK, DICK
KROX, Sacramento, Calif.
CLARK, DON
KGNC, Amarillo, Tex.
CLARK, FAY
WBRY, Waterbury, Conn.
CLARK, HAROLD
WEAN, Providence, R. I.
CLARK, HARRY
The Colonel, Flashgun Casey. Report to the Nation-CBS. New York.
CLARK, JESSIE
WHMA, Anniston, Ala.
CLARK, LOWELL
KBIX, Muskogee, Okla.
CLARK, NEVA
Personality Hour, KEX, Portland, Ore.
CLARKE, EVERETT
WBBM, Chicago, Ill.
CLARKE, H.
KUTA, Salt Lake City, Utah
CLARKE, JOHN
WBNS, Columbus, Ohio
CLARKE, LAURIE
WOLS, Florence, S. C.
CLARKE, PAUL J.
WMT, Cedar Rapids, Iowa; KRNT, KSO, Des Moines, Ia.
CLAYTON, BOB
WJIM, Lansing, Mich.
CLAYTON, OLIVER
KDAL, Duluth, Minn.
CLAYTON, TOM
WLLH, Lowell, Mass.
CLEARY, JOHN
WTHT, Hartford, Conn.
CLEARY, THOMAS J.
WCSH, Portland, Me.
CLEMAN, GEORGE
CJKL, Ontario, Can.
CLEVELAND, HIB
WHO, Des Moines, Iowa
CLIFTON, JACK
WBRE, Wilkes-Barre, Pa.
CLINARD, GORDON
WJTS, Jackson, Tenn.
CLINE, CALDWELL
WBBM, Chicago, Ill.
CLOS, JEAN
WHAS, Louisville, Ky.
CLOSE, WM.
WERC, Erie, Pa.
CLOSE, WILLIAM
KLS, Oakland, Calif.
CLOW, KENNETH
WGBR, Goldsboro, N. C.
CLOWES, EDWARD
KQW, San Jose, Calif.
COATES, FLETCHER
CHNS, Halifax, N. S.
COBB, DAVID
WSM, Nashville, Tenn.
COBB, MARY
WBZ-WBZA, Boston, Mass.
COE, CAMPBELL
KXA, Seattle, Wash.
COFFEY, RICHARD
KORN, Fremont, Nebr.
COFFMAN, JOECILE
KGKL, San Angelo, Tex.
COLE, FRED
Blue
COLE, GEORGE
KTBI, Tacoma, Wash.
COLE, JONATHON
WBBM, Chicago, Ill.
COLLINS, ANNE
WWJ, Detroit, Mich.
COLLINS, HUGH
WFMJ, Youngstown, Ohio
COLLINS, ALBERT R.
WIOD, Miami, Fla.
COLLINS, SUZANE
WFOY, St. Augustine, Fla.
COLON, ROYCE
KRLD, Dallas, Tex.
COLTON, LAVERN
WCOU, Lewiston, Me.
COMBS, GEORGE, JR.
WHN, New York.
COMO, HUNTER C.
WHLB, Virginia, Minn.
COMPTON, WALTER
WOL, Washington, D. C.
CONDON, JOHN
KYA, San Francisco, Calif.
CONN, MARVIN
WIND, Gary, Ind.
CONNELL, BETTY
WTOL, Toledo, Ohio
CONNELLY, JOHN
WHAS, Louisville, Ky.
CONNOLLY, MRS. J.
CKPC, Ontario, Can.
CONNOR, DAVID
WITH, Baltimore, Md.
CONRAD, RICHARD W.
WXYZ, Detroit, Mich.
CONRAD, STAN
WMFR, High Point, N. C.
CONSTANT, AL.
WNAX, Yankton, S. D.
COOK, ALICE
KFYO, Lubbock, Tex.
COOK, BILL
KRIC, Beaumont, Tex.
COOK, GORDON
CKCK, Regina, Sask.
COOK, JAMES
WORD, Spartanburg, S. C.
COOK, JOE
KFAB, Lincoln, Nebr.
COOK, LOUIS
KGA, Chronicle Bldg., Spokane, Wash.
COOK, VIRGINIA
KGVO, Missoula, Mont.
COOKE, FOREST W.
WHBF, Rock Island, Ill.
COOLEY, JOHN B.
KLPM, Minot, N. D.
COOLING, MARION
WALB, Albany, Ga.
COOPER, ED.
WMBD, Peoria, Ill.
CORBETT, EARL
WCPO, Cincinnati, Ohio
CORLEY, STAN.
WIBC, Indianapolis, Ind.
CORNELL, JOHN
J. B. Williams; William L. Shirer News, CBS, New York.
CORNEWELL, BOB
KFEL, Denver, Colo.
CORNING, RALPH
KHSL, Chico, Calif.
CORWIN, MARION
KWAT, Watertown, S. D.
COSTA, ROBERT
KGMB, Honolulu, Hawaii
COSTELLO, JACK
NBC
COTE, ST. GEORGE
CKCV, Quebec, Que.
COUMONT, FRANK J.
KUAN, Vancouver, Wash.
COURTNEY, CLIFFORD
WISH, Indianapolis, Ind.
COURTNEY, TONI
CJBC, CBY, Toronto, Ont.
COURY, ROSELLE
WCOV, Lewiston, Me.
COUTER, CHARLES
CKCV, Quebec, Que.
COWAN, BERNARD
CJBC, CBY, Toronto, Ont.
COWAN, JIM
WGPC, Albany, Ga.
COWELL, EDDIE
WJHL, Johnson City, Tenn.
COWL, DICK
KPLT, Paris, Tex.
COX, EDWARD
WGTM, Wilson, N. C.
COX, STANLEY A.
KONO, San Antonio, Tex.
COX, ROBERT
WJHL, Johnson City, Tenn.
COX, VIRGINIA COWAN
WSLI, Jackson, Miss.
COY, JAMES
WNEW, New York City.
COZAD, FLOYD
WLPM, Suffolk, Va.
COZLOW, BUCK
WBEN, Buffalo, N. Y.
CRABTREE, CHARLES S.
KTFI, Twin Falls, Iowa
CRADDOCK, JACK
WKPA, New Kensington, Pa.
CRAGER, BOB
WSNJ, Bridgeton, N. J.
CRAIGMILES, ED.
WRLJ, Dalton, Ga.
CRAIN, OSCAR
KFPX, Spokane, Wash.
CRAMER, TED
KCRC, Enid, Okla.
CRARY, CLARENCE
KGER, Long Beach, Calif.
CRAVEN, BEA
WCMI, Ashland, Ky.
CRAWFORD, BOB
KMBC, Kansas City, Mo.
CRAWFORD, SAM
KGY, Olympia, Wash.
CREEP, MALCOLM
WOMI, Owensboro, Ky.
CREMEENS, GEORGE
KXEL, Waterloo, Iowa
CRIPPS, FRED
CKCK, Regina, Sask.
CRIST, JAMES
WITH, Baltimore, Md.
CRIST, VINCENT
WSVA, Harrisonburgh, Va.
CROMWELL, REX
WBAP, Ft. Worth, Tex.

CRONANDER, ROBERT
WJHO, Opelika, Ala.
CRONIN, TONY
KHUB, Watsonville, Calif.
CROOKS, WILLIAM
WFMJ, Youngstown, Ohio
CROSBY, FRANK
KMBC, Kansas City, Mo.
CROSBIE, JOHN
CBL, Toronto, Ont.
CROSS, MILTON
Blue
CRUMRINE, G. A.
KVNU, Logan, Utah
CUBBERLY, DAN
WLS, Chicago, Ill.
CUMMINGS, ED.
WBEN, Buffalo, N. Y.
CUNNINGHAM, BILL
KXRO, Aberdeen, Wash.
CUNNINGHAM, BOB
WBBM, Chicago, Ill.
CUNNINGHAM, HOMER
WIBW, Topeka, Kans.
CUNNINGHAM, LES
KSAN, San Francisco, Calif.
CURLEY, LENN
KYA, San Francisco, Calif.
CURRY, LANDON
KGKB, Tyler, Tex.
CURTIS, HANK
WDNC, Durham, N. C.
CURTIS, WILLIAM
WMIN, St. Paul, Minn.
CURTIS, FRED
KNX, Hollywood, Calif.
CUSENBERY, DON
WNAD, Norman, Okla.
CUSTEAD, JACK
WHB, Kansas City, Mo.
CUTRER, THOMAS
WJDX, Jackson, Miss.

— D —

DAILY, PAUL
KOAM, Pittsburgh, Kans.
DAKIN, R. L.
CFCF, Montreal, Que.
DALE, JIM
WIND, Gary, Ind.
DAMBACH, ROBERT
WJTN, Jamestown, N. Y.
DANA, JOE
KOY, Phoenix, Ariz.
DANIELS, DAVIS
WTMV, St. Louis, Mo.
DARBY, RICHARD
WMBG, Richmond, Va.
DAREIN, FRED
WPEN, Philadelphia, Pa.
DARLINGTON, ERWIN
WTOP, Washington, D. C.
DART, VELMA
WKST, New Castle, Pa.
DAUGHERTY, PAUL
WKMO, Kokomo, Ind.
DAUGHTERS, MEL
KVFD, Fort Dodge, Iowa
DAVER, ROBERT
WFAS, White Plains, N. Y.
DAVIE, CHARLIE
WFBC, Greenville, S. C.
DAVIES, BRUCE
KCMO, Kansas City, Mo.
DAVIES, DOUGLAS
WDOD, Chattanooga, Tenn.
DAVIS, A. F.
WAPO, Chattanooga, Tenn.
DAVIS, AL
WNAB, Bridgeport, Conn.
DAVIS, ALVIN
WJLD, Bessemer, Ala.
DAVIS, ANNE
WJHO, Opelika, Ala.
DAVIS, CLYDE
WAYX, Waycross, Ga.
DAVIS, EDDIE
WTOC, Savannah, Ga.
DAVIS, GARY
WMFR, High Point, N. C.
DAVIS, H. E.
CKY, Brandon, Man.
DAVIS, RICHARD HARDING
WFNC, Fayetteville, N. C.
DAVIS, M.
CBM, Montreal, Can.
DAVIS, PAUL
WCOL, Columbus, Ohio
DAVISON, RANDELL
WAIM, Anderson, S. C.
DAVOS, LEONARD
WTRC, Elkhart, Ind.
DAWES, WILLIAM
WCKY, Cincinnati, Ohio
DAY, JACK
WFBR, Baltimore, Md.
DAY, NORMA
KCMC, Texarkana, Tex.
DAY, RICHARD
WDGY, Minneapolis, Minn.
DAYTON, LEE
WMAL, Washington, D. C.
DEAL, JOHN
WHCU, Ithaca, N. Y.
DEAN, BOB
WHB, Kansas City, Mo.
DEARBORN, LEWIS
WICC, Bridgeport, Conn.



BERNARD DUDLEY
CALL RADIO REGISTRY: LA. 4-1200



RADCLIFFE HALL
NEWSCASTER
NBC PATHÉ NEWS

DEAVER, DANNY
KUJ, Walla Walla, Wash.
DeBRABANT, M.
CBF, CBM, Montreal, Can.
DECHERT, L. W.
WSVA, Harrisonburg, Va.
DEE, TOMMY
WSBT, South Bend, Ind.
DEE, WARREN
WTAM, Cleveland, Ohio
DELMONT, JAMES
KATE, Albert Lea, Minn.
DeLUCA, BILL
WSIX, Nashville, Tenn.
DENNETT, JACK
CFRB; Ontario, Can.
DENTLER, WARREN
KEYS, Corpus Christi, Tex.
DENTON, BOB
NBC
DENVER, D. D., JR.
KFEQ, St. Joseph, Mo.
DERWIN, HY
WOLF, Syracuse, N. Y.
DESCH, JACK
KFRC, San Francisco, Calif.
DeSUZE, CARL
WBZ-WBZA, Boston, Mass.
DEVANEY, FRANK M.
WMIN, St. Paul, Minn.
DEVERILL, EDWARD
KGMB, Honolulu, Hawaii
DEVINE, OTTIS E.
WSM, Nashville, Tenn.
DEVINE, JOHNNY
KRGV, Weslaco, Tex.
DEVITT, JEROME
WBLK, Clarksburg, W. Va.
DEWART, JAMES
WERC, Erie, Pa.
DIAZ, JOSE RAMON
WPAB, Ponce, Puerto Rico.
DIAZ, RAY
Blue
DICE, JOYCE
WTMC, Ocala, Fla.
DICK, L. R.
KFAB, Lincoln, Nebr.
DICKEY, MILTON
KWTO, Springfield, Mo.
DICKENSON, ROBERT
WSVA, Harrisonburg, Va.
DICKINSON, SANFORD
WJJD, Chicago, Ill.
DICKSON, BRICE
KWKH, Shreveport, La.
DICKSON, A. S.
CFCY, Amherst, N. C.
DIETZEN, JOHN
WDAN, Danville, Ill.
DILL, GLEN
WTSP, St. Petersburg, Fla.
DILLEN, CHRISTABLE
WAGM, Presque Isle, Me.
DILLINGHAM, ALEX
WKAR, East Lansing, Mich.
DIXON, ROBERT
WTAG, Worcester, Mass.
DIXON, TOMMY
KHJ, Los Angeles, Calif.
DOLAN, FRED
WWJ, Detroit, Mich.
DOLD, EDDIE
KSAN, San Francisco, Calif.
DOLLAR, RUSSEL
WTIC, Hartford, Conn.
DONLEY, ROBERT
WCAE, Pittsburgh, Pa.
DONOVAN, GREG
WMAQ, Chicago, Ill.
DOOLITTLE, DON
WJJD, Chicago, Ill.
DORR, RUSSELL A.
WGAN, Portland, Me.
DORUIAN, PAUL
WSLI, Jackson, Miss.
DOSSETT, LORANCE
KGA, KJQ, Spokane, Wash.
DOUTHIT, PERRY
KFNF, Shenandoah, Iowa
DOUGLAS, JULE
WORD, Spartanburg, S. C.
DOVER, GORDON VAN
WJJD, Chicago, Ill.
DOWIE, THOMAS
WBAB, Atlantic City, N. J.
DOWLING, FRED
WOSH, Oshkosh, Wisc.
DOWNING, TOM
WSB, Atlanta, Ga.
DOWNS, HUGH
WMAQ, Chicago, Ill.
DOYLE, ISABEL
CFOS, Owen Sound, Ont.
DRAKE, HAROLD
KICD, Spencer, Iowa
DRESSELHAUS, ROBERT
KWLC, Decorah, Iowa
DRUM, WILMA
WTMC, Ocala, Fla.
DUANE, BILL
WBBM, Chicago, Ill.
DUANE, BOB
WKY, Oklahoma City, Okla.
DUBUQUE, JOHN
KXA, Seattle, Wash.

DUDLEY, BERNARD

Barbasol, CBS; New York Philharmonic Symphony, CBS; Alexander's Mediation Board, Mutual; Drew Pearson, Blue; Paramount News.

DUFFIELD, GEORGE
CFRN, Edmonton, Alta.
DUKE, PAUL
WMBG, Richmond, Va.
DUMONT, LUCIEN
WHEB, Portsmouth, N. H.
DUNCAN, EDDIE
WSON, Henderson, Ky.
DUNHAM, JIM
KELO, Sioux Falls, S. D.
DUNN, MICHAEL
WFDF, Flint, Mich.
DUNN, RON
CKWS, Kingston, Ont., Can.
DUNNAGAN, CLAUDE
WAYS, Charlotte, N. C.
DUNNE, FRANK
WOR
DUNHAM, RICHARD
Invitation to Music, Columbia Concert, School of the Air—CBS, New York.
DUQUE, ERNEST
KTMS, Santa Barbara, Calif.
DURANT, ROLAND
WSLB, Watertown, N. Y.
DURBIN, DON
WEW, St. Louis, Mo.
DURHAM, MURRAY
KLBM, LaGrande, Ore.
DURKES, CHARLES
KGBS, Harlingen, Tex.
DUTY, EDWARD C., JR.
KDON, Monterey, Calif.
DYER, HAROLD
WCOU, Lewiston, Me.

— E —

EAGON, BRUCE
KVOR, Colorado Springs, Colo.
EATON, GORDON
Colgate — Innter Sanctum, CBS, New York
EASTCOTT, ELMITT M.
WOOD-WASH, Grand Rapids, Mich.
EBERT, PAUL
WDAY, Fargo, N. D.
ECKERMAN, JIM
KICD, Spencer, Iowa
ECKLAND, VICTOR
KGMB, Honolulu, Hawaii
ECKMAN, TED
KABC, San Antonio 5, Tex.
EDDY, ROBERT
KHSL, Chico, Calif.
EDMAN, HERBERT
WTAG, Worcester, Mass.
EDBERG, WARREN
WITH, Baltimore, Md.
EDWARDS, CURTIS
WTCN, Minneapolis, Minn.
EDWARDS, JOHN
WIP, Philadelphia, Pa.
EDWARDS, RAY
WHOM, Jersey City, N. J.
EFFERT, HENRY
WDAF, Kansas City, Mo.
EGAN, JOHN
WBRY, Waterbury, Conn.
EGAN, KATE
WAVE, Louisville, Ky.
EHOS, CORINNE
KPAC, Port Arthur, Tex.
EILLERS, BILL
KXA, Seattle, Wash.
EISENBEISZ, ALBERT
KWAT, Watertown, S. D.
ELDER, DON
WMAQ, Chicago, Ill.
ELIASSEN, JACK
KFBK, Sacramento, Calif.
ELIOT, BRUCE
WOR
ELLIOTT, DOYCE
KXOX, Sweetwater, Tex.
ELLIS, HARRY
WMBS, Uniontown, Pa.
ELLIS, MIDGE
CBL, Toronto, Ont.
ELLIS, STEVE
WPAT, Paterson, N. J.
ELLS, VAN NEAL
WAOV, Vincennes, Ind.
ELLSWORTH, JOHN
WIOD, Miami, Fla.
ELLSWORTH, HENRY
WFPG, Atlantic City, N. J.
ELLYSTON, ROGER
KWAT, Watertown, S. D.
ELSTAD, STANLEY
KFPX, Spokane, Wash.
ELTON, DALTON
CJCA, Alberta, Can.
EMERSON, LOU
WOPI, Bristol, Va.
EMMERSON, VERNON
KUJ, Walla Walla, Wash.
ENTERLINE, BERNE
WMBD, Peoria, Ill.
ERICKSON, DICK
KFPW, Fort Smith, Ark.
ESKELSON, RICHARD
KTFI, Twin Falls, Iowa
ERWIN, GEORGE
KFHZ, Fort Worth, Tex.
EVANS, AL
WTOC, Savannah, Ga.
EVANS, BILLIE CLIFF
WJLD, Bessemer, Ala.
EVANS, LOYD
KFNF, Shenandoah, Iowa
EVANS, ROB
WEMP, Milwaukee, Wisc.
EVANS, ROBERT
WSPD, Toledo, Ohio

EVERETTS, H. M.
CFLC, Brackville, Ont., Can.
EVERSON, BOB
KLO, Ogden, Utah
EWING, CORTEZ
WNAD, Norman, Okla.
EWING, FRANCES
KIUL, Garden City, Kans.

— F —

FABRE, NUMA
WJPA, Washington, Pa.
FACENDA, JOHN
WIP, Philadelphia, Pa.
FADDIS, WILLIAM
WGAC, Augusta, Ga.
FAILLE, BILL
KONO, San Antonio, Tex.
FALCON, DICK
WBEN, Buffalo, N. Y.
FALCONNIER, H. L.
WTSP, St. Petersburg, Fla.
FALKE, CHARLES H.
WMAQ, Chicago, Ill.
FALTER, HAL
WJLD, Bessemer, Ala.
FANNING, EDGAR
CFOS, Owen Sound, Ont.
FARISS, WILLIAM
WTAG, Worcester, Mass.
FARRINGTON, FIELDEN
Armstrong—"Theater of Today," CBS; Parker "Ned Calmer News," CBS, New York.
FARRIOR, LOU
WNEW, New York City
FAULKNER, WM.
WISH, Indianapolis, Ind.
FAUST, DON
WXYZ, Detroit, Mich.
FARO, FRANK
WCED, DuBois, Pa.
FARR, FLOYD
KPO, San Francisco, Calif.
FARRAR, JACK
KTFI, Twin Falls, Iowa
FARREN, BILL
WFIL, Philadelphia, Pa.
FAULKNER, DICK
WBBM, Chicago, Ill.
FAULKNER, HOWARD
KLS, Oakland, Calif.
FAULKNER, JACK
WTSP, St. Petersburg, Fla.
FEAGIN, BOB
KPDQ, Jacksonville, Fla.
FELTON, BILL
WOSH, Oshkosh, Wisc.
FELTON, DON
WEBR, Buffalo, N. Y.
FENDER, WILLIAM
WNEW, New York City.
FENNEMAN, GEORGE
KGO, San Francisco, Calif.
FENSTER, TED
WATL, Atlanta, Ga.
FERGUSON, DON
KDON, Monterey, Calif.
FERGUSON, FRANKLYN
WBBM, Chicago, Ill.
FERGUSON, WALTER
WSIX, Nashville, Tenn.
FERRALL, BOB
WMAQ, Chicago, Ill.
FILLMORE, FRANCES
WHIC, Dayton, Ohio
FINCH, J. E.
KVOD, Denver, Colo.
FINLEY, GLENNA
KEVR, Seattle, Wash.
FINNEY, ALICE
WBIR, Knoxville, Tenn.
FISHER, HOWARD
KTSM, El Paso, Tex.
FISHER, DOUGLAS
WMBI, Chicago, Ill.
FISHER, GEORGE
KHJ, Los Angeles, Calif.
FISHER, PAUL
WCAE, Pittsburgh, Pa.
FITLER, BILL
WNKC, New London, Conn.
FITZGERALD, JAMES
WCAE, Pittsburgh, Pa.
FITZPATRICK, AIDEN
WMAQ, Chicago, Ill.
FLANAGAN, PAT
WBBM, Chicago, Ill.
FLEMING, DR. D. F.
WSM, Nashville, Tenn.
FLEMING, DALE
WHLB, Virginia, Minn.
FLEMING, F.
CJAT, Trail, B. C.
FLETCHER, GRAEME
KFH, Wichita, Kans.
FLOURNOY, NANCY
WGKV, Charleston, W. Va.
FLYNN, ARTHUR
WLAW, Lawrence, Mass.
FLYNN, ROY
WAPI, Birmingham, Ala.
FENTER, JOE
KASA, Elk City, Okla.

ED HERLIHY

ANNOUNCER

★

UNIVERSAL NEWSREEL
(exclusive)

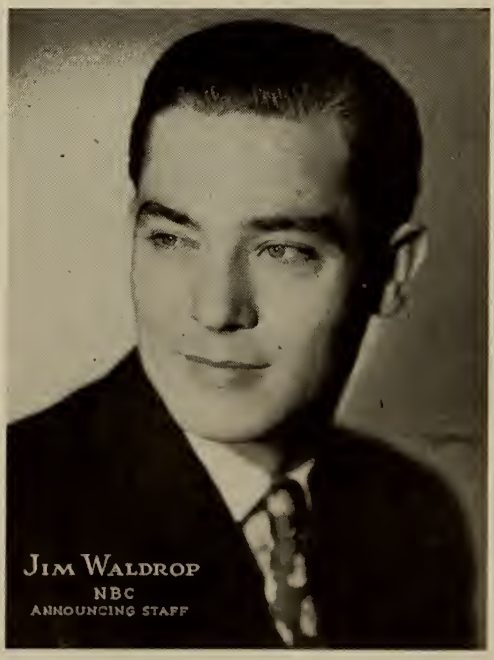
HORN & HARDART CHILDREN'S HOUR
(M.C.)

CHESTERFIELD PLEASURE TIME

★

NBC STAFF ANNOUNCER

Management
NATIONAL CONCERT AND ARTISTS CORPORATION
711 Fifth Avenue, N. Y. C.



FOLGER, WILLIAM M.
WEBR, Buffalo, N. Y.
FOLLIARD, EDDIE
WTOP, Washington, D. C.
FORD, ART
WNEW, New York City.
FORGET, FLORENT
CBF, Montreal, Can.
FORMAN, BILL
California Carry On—CBS.
FOSTER, JACK
WCKY, Cincinnati, Ohio
FOSTER, ORVILLE
WSBT, South Bend, Ind.
FORD, BILL
WLBJ, Bowling Green, Ky.
FORD, CHARLES
WDAY, Fargo, N. D.
FORREST, MARGARET
CHNS, Halifax, N. S.
FORSTON, RUTH VERNA
KGFF, Shawnee, Okla.
FORTIER, DOMINIQUE
WCOU, Lewiston, Me.
FOSTER, BUD
KFAR, Fairbanks, Alaska
FOSTER, DAY
KGW, KEX, Portland, Ore.
FOSTER, DOROTHY L.
WLVA, Lynchburg, Va.
FORSYTHE, LARRY
KOIL, Omaha, Nebr.
FOURNIVAL, RAY
KROW, Oakland, Calif.
FOX, CARL
KWTO-KGBX, Springfield, Mo.
FOX, CHARLES
WCHS, Charleston, W. Va.
FOX, CHARLEY
KTBS, Shreveport, La.
FRANCES, AL
WKST, New Castle, Pa.
FRANK, DON
WPEN, Philadelphia, Pa.
FRANKLIN, ALLEN
WOR
FRECH, EDWARD
WMAN, Mansfield, Ohio
FREDERICK, CALVIN
KVOR, Colorado Springs, Colo
FREDERICKS, FRANK
WTAM, Cleveland, Ohio
FREDERICKS, HAL
WFMJ, Youngstown, Ohio
FREEMAN, CLAUDE
WORD, Spartanburg, S. C.
FREMAULT, LEON
WAAB, Worcester, Mass.
FRENCH, DON
KYSM, Mankato, Minn.
FRENCH, JOHN
WITH, Baltimore, Md.
FRENCH, PETE
WHAS, Louisville, Ky.
FREY, HARRY
WBOW, Terre Haute, Ind.
FRIEBURGER, BILL
WOWO, Ft. Wayne, Ind.
FRISCH, ROBERT
WEAU, Eau Claire, Wisc.
FRITSCH, HARVEY J.
WIOD, Miami, Fla.
FRIST, BILL
KSAN, San Francisco, Calif.
FRYMIRE, LARRY
WKAR, East Lansing, Mich.
FULLER, BILL
Collins Calling—KNX.
FULLER, MILDRED
KFXJ, Grand Junction, Colo.
FULLINGTON, WAYLAND
KWTO, Springfield, Mo.
FULTON, DAVID
WCHS, Charleston, W. Va.
FULTON, ROBERT
WOC, Davenport, Iowa
FUNK, JOHN
KFPX, Spokane, Wash.
FURMAN, ROLLIE
WSYR, Syracuse, N. Y.

— G —

GALBRAITH, BILL
CKNX, Wingham, Can.
GALLAGHER, ROGER
WFBR, Baltimore, Md.
GALLANT, MRS. J.
CKPC, Ontario, Can.

GALLOP, FRANK
Cresta Blanca Carnival, CBS.

GALLIVAN, D. L.
CJFX, Nova Scotia, Can.
GANS, ALBERT
WCAO, Baltimore, Md.
GANTINER, FRED
KALB, Alexandria, La.
GARDNER, BRUCE
WAPO, Chattanooga, Tenn.
GARDNER, DON
Blue
GARDNER, WARD
WHYN, Holyoke, Mass.
GARNER, JACK
WAGA, Atlanta, Ga.
GARNES, CLARENCE
KFBI, Wichita, Kans.
GARRETT, JAMES
WDRC, Hartford, Conn.
GARRISON, G. G.
CKY, Brandon, Man.
GARVIN, WALTER H.
KLBM, La Grande, Ore.
GASTON, HAZEL
WFBM, Indianapolis, Ind.
GAUSE, T.
WMFD, Wilmington, N. C.
GAUSSOIN, EDMUND A.
KFUN, Las Vegas, N. M.
GAUVIN, NOEL
CKAC, Montreal, Can.
GAYLOR, EDWARD
WKAT, Miami Beach, Fla.
GAYMAN, VAUGHN L.
WKBB, Dubuque, Iowa
GEAR, JACK D.
WLBL, Stevens Point, Wisc.
GEARY, ARTHUR
NBC
GEARY, WILLIAM
WBRK, Pittsfield, Mass.
GEBERT, CHRIS.
WCLS, Joliet, Ill.
GEISS, HELEN
WMBR, Jacksonville, Fla.
GEORGE, TIM
KMA, Shenandoah, Iowa
GIBBONS, JAMES
WMAL, Washington, D. C.
GIBNEY, JACK
WMAQ, Chicago, Ill.
GIBSON, ED
WGPC, Albany, Ga.
GIELOW, VERNON
KROS, Clinton, Iowa
GILBERT, BUD
WBEN, Buffalo, N. Y.
GILBERT, LIVINGSTON
WAVE, Louisville, Ky.
GILCHRIST, TOM
WTMC, Ocala, Fla.
GILES, BOB
CHAB, Sask., Can.
GILLDEN, HAROLD D.
WAGM, Presque Isle, Me.
GILLEN, BOB
KFOX, Long Beach, Calif.
GILMAN, HAL
WSLB, Watertown, N. Y.
GILREATH, HOWARD
WLAG, LaGrange, Ga.
GINSBURG, DOROTHY
WPAY, Portsmouth, Ohio
GIRRARD, JILL
WBOW, Terre Haute, Ind.
GIRAND, JOSEPH
WTHT, Hartford, Conn.
GIVEN, KEN
WLBJ, Bowling Green, Ky.
GLADNEY, NORMAN
WITH, Baltimore, Md.
GLASS, BILL
CKNX, Wingham, Can.
GLENN, WARD
WISH, Indianapolis, Ind.
GLISSMAN, DAVID
KOMA, Oklahoma City, Okla.
GLOVER, WILLARD
WMBS, Uniontown, Pa.
GLYER, DICK
KSFO, San Francisco, Calif.
GOEKE, CATHERINE
WLOK, Lima, Ohio
GOELLER, LEE
WSLS, Roanoke, Va.
GOERNER, R. V.
KQW, San Jose, Calif.
GOLDSMITH, GEORGE
KTSW, Emporia, Kans.
GOLDSMITH, H. C.
WCHV, Charleston, Va.
GOLDSWORTHY, JOHN
WAIT, Chicago, Ill.
GOLIGHTLY, GROVER
WSPA, Spartanburg, S. C.
GOMEZ, CARLOS
WPDQ, Jacksonville, Fla.
GOODELL, J. O.
KSFO, San Francisco, Calif.
GOODMAN, DAVE
KLRA, Little Rock, Ark.
GOODNOUGH, HARLAN E.
WWNY, Watertown, N. Y.
GOODWIN, BILL
George Burns and Gracie Allen—CBS; Chase & Sanborn, NBC.
GOODWIN, GLENN
KXEL, Waterloo, Iowa
GOODWIN, LEON
KVOO, Tulsa, Okla.
GOODWIN, LES
KCMC, Texarkana, Tex.
GORDON, AL
WALL, Middletown, N. Y.
GORDON, DAVID
KFVE, Everett, Wash.
GORDON, DON
WKOK, Sunbury, Pa.
GORDON, HOWARD
KSRO, Santa Rosa, Calif.
GORDON, KENNETH
WMBG, Richmond, Va.
GOTTLIEB, RICHARD
WTAW, College Station, Tex.
GOULD, FOREST
WGL, Fort Wayne, Ind.
GOULD, JAY
WOWO, Ft. Wayne, Ind.
GOULD, JOHNNIE
WOWO, Ft. Wayne, Ind.
GOULD, LESTER L.
WFTC, Kingston, N. C.
GOWDY, CURT
KFBC, Cheyenne, Wyo.
GRACE, DONALD
WNAD, Norman, Okla.
GRADY, CHARLES
WLOK, Lima, Ohio
GRAHAM, BILL
WDGY, Minneapolis, Minn.

GRAHAM, FRANK
Johnny Pesents—Ginny Simms.
GRAHAM, RONALD
WLOK, Lima, Ohio
GRAHAM, RONALD
WIZE, Spingfield, Ohio
GRANBY, SUMNER
WJAS, Pittsburgh, Pa.
GRANGER, JIM
KMBC, Kansas City, Mo.
GRANT, FRANK
CFRB, Ontario, Can.
GRANT, KEN
CJCJ, Calgary, Alta.
GRANVILLE, CHARLES
KFMB, San Diego, Calif.

GRAUER, BEN
NBC

GRAUER, BEN
NBC
GRAULICH, BERT
WQAM, Miami, Fla.
GRAVES, GENE
WSNY, Schenectady, N. Y.
GRAY, CARY
WNLC, New London, Conn.
GRAY, CLIFF
WSPA, Spartanburg, S. C.
GRAY, GORDON
WBBM, Chicago, Ill.
GRAY, RICHARD
KVOR, Colorado Springs, Colo.
GRAY, V.
CJAT, Trail, B. C.
GRAYMOUNT, HARDIN
WITH, Baltimore, Md.
GREEN, DON
KEX, KGW, Portland, Ore.
GREEN, MILTON
WSAP, Norfolk, Va.

GREEN, ART
WINS, Magic Carpet.

GREENE, BOB
KGO, San Francisco, Calif.
GREENE, BOB
KNX, Hollywood, Calif.
GREENHOOD, CHARLES
WSAY, Rochester, N. Y.
GREENLAW, SHERWIN
WLNH, Laconia, N. H.
GREENWOOD, EUNICE
WTHT, Hartford, Conn.
GREER, BERNARD
KSAL, Salina, Kans.
GREGORY, JIMMY
WATL, Atlanta, Ga.
GREGORY, MARK
WCAU, Philadelphia, Pa.
GRIBBEN, PAUL
KTAR, Phoenix, Ariz.
GRIEB, HERBERT
WBRC, Birmingham, Ala.
GRIFF, W. T.
CKX, Brandon, Man.
GRIFFIN, BOBBY
WHO, Des Moines, Iowa
GRIFITH, JACK
KMJ, Fresno, Calif.
GRILL, ALBERT
WHBC, Canton, Ohio
GRINDE, KEN
KCRO, Aberdeen, Wash.
GRISWOLD, MARVIN
KFOR, Lincoln, Nebr.
GRISWOLD, ROGER
WITH, Baltimore, Md.
GRIZZARD, HERMAN H.
WLAC, Nashville, Tenn.
GROGER, JOE
WMRC, Greenville, S. C.
GRONNERT, JEAN
KSUB, Cedar City, Utah
GROVE, ROY
WIP, Philadelphia, Pa.
GROVES, VERNE
CJVI, Victoria, B. C., Can.
GROVER, JOHN
KPO, San Francisco, Calif.
GRUBB, DAVE
WBLK, Clarksburg, W. Va.
GUEST, GORDON
KFRO, Longview, Tex.
GULLICKSON, CHARLES
WDEF, Chattanooga, Tenn.
GUNCKEL, RAY
WLAW, Lawrence, Mass.
GUNN, EARL
KGA, Chronicle Bldg., Spokane, Wash.
GUNN, GEORGE
Blue
GUNTER, GARTH
CKWS, Kingston, Ont., Can.
GUY, PAUL
CJCA, Alberta, Can.
GUYMAN, BILL
KLX, Oakland, Calif.
GWYNN, FREDERICK
KQW, San Jose, Calif.

DON PHILLIPS

Staff Announcer

WMCA

★

Sponsors

★ ANACIN
★ BISODOL
★ KOLYNOS TOOTH POWDER
★ MAISON GARRIE WINE
★ HILL'S COLD TABLETS
★ CRAWFORD CLOTHES
★ LOUIS PHILLIPE LIPSTICK
★ DR. LYON'S TOOTH POWDER
★ PHILLIPS MILK OF MAGNESIA

NEW YORK TIMES NEWSCASTER



BOB HARRIS

Announcing-W M C A

New York Times News, Bromo Quinine, Sweetheart Soap, Modern Industrial Bank, Crawford Clothes, Flag Dog Food, Wurlitzer Music Co., Argus Opticians, Federal Insurance, Sachs Furniture, Pontiac Motor and Stanback.

Paramount Newsreel
Narration, Slide Film, for Libby-Owens Duraglas

— H —

HAAFTEN, VAN C.
KOB, Albuquerque, N. M.
HAAS, MRS. DIXE
WJPR, Greenville, Miss.
HAASER, CHARLES
WDRC, Hartford, Conn.
HACKETT, JON
KWFC, Hot Springs, Ark.
HACKWELL, JANET A.
WCAX, Burlington, Vt.
HADFIELD, BEN
WNAC, Boston, Mass.
HADLEY, DOUG.
WJPF, Herrin, Ill.
HAFER, KEN
WKOK, Sunbury, Pa.
HALEY, HERB
KGO, San Francisco, Calif.
HALL, HELEN
WCBM, Baltimore, Md.
HALL, FRED
WFLA, Tampa, Fla.
HALL, JOAN
KPRC, Houston, Tex.

HALL, RADCLIFFE

NBC News, Atlantic & Pacific Tea Co., M. J. Merkin Paint Co., Griffin Shoe Polish, Virginia Rounds Cigarette Co., Beech-Nut Packing Co., Vicks Chemical Co.

HALL, RICHARD
KXA, Seattle, Wash.
HALLETT, N. L.
WGAN, Portland, Me.
HALLOCK, MEL
KWYO, Sheridan, Wyo.
HAM, JAMES
KTFM, Temple, Tex.
HAM, SAMUEL C.
WKBB, Dubuque, Iowa
HAMBLEY, BOB
KSFO, San Francisco, Calif.
HAMILTON, ANN
WLBJ, Bowling Green, Ky.
HAMILTON, BILL
WIND, Gary, Ind.
HAMILTON, FRANK
WFTL, Ft. Lauderdale, Fla.
HAMILTON, GENE
Blue
HAMILTON, GUY
WU, Gainesville, Fla.
HAMILTON, JOHN
WSPA, Spartanburg, S. C.
HAMMER, CLARENCE
KFBI, Wichita, Kans.
HAMMOND, FRED
KPRO, Riverside, Calif.
HAMPTON, ALTON
WMAL, Washington, D. C.
HAMPTON, RAWLS
WFAS, White Plains, N. Y.
HAMRICK, TINY
WBRE, Wilkes-Barre, Pa.
HANCOCK, DON
KHJ, Gracie Fields' Victory Parade.
HANCOCK, HAROLD
WBTA, Batavia, N. Y.
HANCOCK, HUNTER
KFVD, Los Angeles, Calif.
HANES, BOB
WGY, Schenectady, N. Y.
HANKE, DALE
KWLC, Decorah, Iowa
HANKINSON, J. T.
WMRO, Aurora, Ill.
HANNA, ROBERT
WKAT, Miami Beach, Fla.
HANSEN, BOB
KROD, El Paso, Tex.
HANSEN, ROY
WTIC, Hartford, Conn.
HANSON, VERNE
WTOP, Washington, D. C.
HARDIE, JIM
WRAL, Raleigh, N. C.
HARDING, BARBARA
WMVA, Martinsville, Va.
HARDISON, DAVID
WFTC, Kingston, N. C.
HARPER, DAVE
WSNJ, Bridgeton, N. J.
HARMON, FOSTER
WIZE, Springfield, Ohio
HARRELL, DICK
WGH, Norfolk, Va.
HARRINGTON, JOHN
WBBM, Chicago, Ill.
HARRINGTON, NORMAN B.
KGLU, Safford, Ariz.

HARRIS, BOB

WMCA, Paramount Newsreel N. Y. Times News, Sweetheart Soap, Flag Dog Food, Bromo Quinine, Pontiac Motor.

HARRIS, GLENN
KDYL, Salt Lake City, Utah
HARRIS, GLEN
KFBC, Cheyenne, Wyo.
HARRIS, HERB.
WSB, Atlanta, Ga.
HARRIS, LLOYD
WMAZ, Macon, Ga.
HARRIS, WALTER
KOB, Albuquerque, N. M.
HARRIS, WALTER
WSLS, Roanoke, Va.
HARRIS, DEAN W.
WHAM, Rochester, N. Y.
HARRIS, WILLIAM
KFPX, Spokane, Wash.
HARRISON, BRAD
WIL, St. Louis, Mo.
HARRISON, HAROLD
WMGR, High Point, N. C.
HARRISON, LOUISE MARY
KTFM, Temple, Tex.
HARRISON, RICHARD
WAGA, Atlanta, Ga.
HART, BILL
WDRC, Hartford, Conn.
HART, ELIZABETH
WMAQ, Chicago, Ill.
HART, MAURICE
WNEW, New York City
HART, W. R.
CKBI, Prince Edward Island, Sask., Can.
HARTMAN, HERBERT
KGLU, Safford, Ariz.
HARVEY, BILL
WTIC, Hartford, Conn.
HARVEY, DON
KELO, Sioux, Falls, S. D.
HASE, ED
WCHV, Charleston, Va.
HASS, CLAIR
WHBC, Canton, Ohio
HATCH, NATALIE
WTRY, Troy, N. Y.
HAWKINS, BILL
CFOS, Owen Sound, Ont.
HAWKINS, VICK
KFH, Wichita, Kans.
HAWLEY, BERNARD
KVAK, Atchison, Kans.
HAWLEY, JIM
WNAC, Boston, Mass.
HAWORTH, BILL
KHJ, Los Angeles, Calif.
HAWTHORNE, JIM
KMYR, Denver, Colo.
HAYDEN, CLARK
WOC, Davenport, Iowa
HAYES, GEORGE
Blue
HAYNIE, DOUGLAS
KGLU, Safford, Ariz.
HAYS, MRS. JOHN Q.
WCBI, Columbus, Miss.
HAYWORTH, HERB
WOWO, Ft. Wayne, Ind.
HAYWORTH, HERBERT
WGL, Fort Wayne, Ind.
HALEY, DANIEL
WBRK, Pittsfield, Mass.
HEARLE, PERCY
WSB, Atlanta, Ga.
HEATH, DON
KGHF, Pueblo, Colo.
HEATH, MARTHA ANN
WCBI, Columbus, Miss.
EDGEPATH, BILL
WDNC, Durham, N. C.
HEFFARNAN, GEORGE
WAYS, Charlotte, N. C.
HEGARD, KEN
KDYL, Salt Lake City, Utah
HEIBECK, FRANK
WLOK, Lima, Ohio
HEIMLICH, AL.
WCBS, Springfield, Ill.
HEIMRICH, GEORGE
KXL, Portland, Ore.
HEINEMANN, JULIAN
KFEL, Denver, Colo.
HEINS, PAUL
WJHP, Jacksonville, Fla.
HEITIN, JAY
WHYN, Holyoke, Mass.
HELLING, JACK
KLPM, Minot, N. D.
HEMMETER, KENNETH
WSAM, Saginaw, Mich.
HENDERSON, SAMUEL G., JR.
WGAN, Portland, Me.
HENDRICKSON, MORT
WFIL, Philadelphia, Pa.
HENERY, DICK
WOOD-WASH, Grand Rapids, Mich.
HENKE, CHARLES
WFHR, Wisconsin Rapids, Wisc.
HENKES, JR., JOHN
KYSM, Mankato, Minn.
HENLEY, DAVE
WDAY, Fargo, N. D.
HENNEKE, BEN
KVOO, Tulsa, Okla.
HENNESSY, ED.
WRBL, Columbus, Ga.
HENRY, BILL
WTOP, Washington, D. C.
HENRY, MICHAEL
WTMV, St. Louis, Mo.
HERBERT, D. R.
KIDO, Boise, Idaho
HERBERT, FRANK
CBL, Toronto, Ont.
HERBERT, HAKE V.
KXEL, Waterloo, Iowa
HERLIHY, ED.
NBC

HERLIHY, ED.
NBC

HERLIHY, WALTER
Blue
HERTSGAARD, ROLF
WCCO, Minneapolis, Minn.
HESS, EUGENE
KIT, Yakima, Wash.
HEYDE, BUDD
KPO, San Francisco, Calif.
HICKMAN, HENRY
WFBR, Baltimore, Md.
HILANDS, VAN
KGMB, Honolulu, Hawaii
HILL, BILL
KFMB, San Diego, Calif.
HILL, GENE
WMBR, Jacksonville, Fla.
HILL, LILLIARD L.
KGKO, WBAP, Ft. Worth, Tex.
HILL, ROBERT
KOVD, Denver, Colo.
HILLIAS, MAGARET
KCMO, Kansas City, Mo.
HINDS, WILLIAM H.
KDKA, Pittsburgh, Pa.
HINER, VERN
KMYR, Denver, Colo.
HINKLEY, GORDON
WFHR, Wisconsin Rapids Wisc.
HINSHAW, KENDRICK
WGBG, Greensboro, N. C.
HITCHCOCK, JACK
KOA, Denver, Colo,
HITE, BOB
WXYZ, Detroit, Mich.
HITES, WARREN
WIS, Columbia, S. C
HOBGOOD, BOB
WMPS, Memphis, Tenn.
HOCKEBORN, HARL
WOLF, Syracuse, N. Y.
HODGE, THEODORE
WTBO, Cumberland, Md.
HOERNER, ED.
WWL, New Orleans, La.
HOGAN, T. G.
WATW, Ashland, Wisc.
HOGSHEID, CLIFFORD
WSAP, Norfolk, Va.
HOLBROOK, TOM
WWL, New Orleans, La.
HOLDEN, JACK
WLS, Chicago, Ill.
HOLLAND, LEONARD
KFJZ, Fort Worth, Tex.
HOLLEY, WAKEFIELD
WKY, Oklahoma City, Okla.
HOLLINGSWORTH, RAYMOND
KGNC, Amarillo, Tex.
HOLLIS, STEVEN
WHOM, Jersey City, N. J.
HOLLOWAY, LOUISE
WAPI, Birmingham, Ala.
HOLMES, ELSIE
WJDX, Jackson, Miss.
HOLT, RUSS
WOLS, Florence. S. C.
HOLTMAN, JOHN
WMAQ, Chicago, Ill.
HOLTZ, THOMSON
WOW, Omaha, Nebr.
HOOPER, JACK
WMBG, Richmond, Va.
HOOVER, DON
WJMS, Ironwood, Mich.
HOPE, ROBERT
WSFA, Montgomery, Ala.
HOPKINS, AL
WLAV, Grand Rapids, Mich.
HOPKINS, PHIL
KTSA, San Antonio, Tex.
HORLEY, RALPH
CHAB, Sask., Can.
HORN, BOB
WIP, Philadelphia, Pa.
HORN, ROBERT
WMAN, Mansfield, Ohio
HORNET, JUNE
KGHF, Pueblo, Colo.
HOURIGAN, FRANCIS
WDAN, Danville, Ill.
HOUSEMAN, KEN
WLLH, Lowell, Mass.
HOUSH, MERLE
WIBW, Topeka, Kans.
HOWARD, BESSE
KYW, Philadelphia, Pa.
HOWARD, DALE
WJMC, Rice Lake, Wisc.
HOWE, RAY
WKNY, Kingston, N. Y.
HOWELL, REX
KFXJ, Grand Junction, Colo.
HUBBARD, EDGAR C.
WCAO, Baltimore, Md.
HUBBARD, HARLEY J.
KXOX, Sweetwater, Tex.
HUBBS, FRANK
WMAZ, Macon, Ga.
HUBER, RICHARD
WIZE, Springfield, Ohio

ART GREEN





and his

"Magic Carpet"





WINS
EVERY DAY

HUBER, RUSS.
WKBH, LaCrosse, Wisc.
HUFACKER, DON
KWYO, Sheridan, Wyo.
HUFFMAN, CLIFFORD
WDBJ, Roanoke, Va.
HUKKEART, PERRY E.
KINY, Juneau, Alaska
HULL, MARVIN
KFMB, San Diego, Calif.
HUMBLE, JOHN G.
WAYX, Waycross, Ga.
HUNDLEY, AL.
KALB, Alexandria, La.
HUNNICUTT, EMIL
KVAK, Atchison, Kans.
HUNT, DAVE
WOSU, Columbus, Ohio
HUNT, GLENN
KTSA, San Antonio, Tex.
HUNT, RAY
KONO, San Antonio, Tex.
HUNT, ED
KROD, El Paso, Tex.
HUNTZINGER, CECIL
WHO, Des Moines, Iowa
HURLEIGH, BOB
WBBM, Chicago, Ill.
HURSCHELL, URIE
KSUB, Cedar City, Utah
HURST, EDWARD
WFPG, Atlantic City, N. J.
HURST, WILSON
KWFC, Hot Springs, Ark.
HUSSEY, TOM
WNAC, Boston, Mass.
HUSTON, GLENN
KMO, Tacoma, Wash.
HUSTON, TED
WIBG, Philadelphia, Pa.
HUTCHINS, DARYLE
KPO, San Francisco, Calif.
HUTCHINS, OTIS
WGBG, Greensboro, N. C.
HUTCHINSON, WAYNE
KRNT, Des Moines, Iowa
HUTCHINSON, WAYNE
KSO, Des Moines, Iowa
HUYLER, HERB
WTMV, St. Louis, Mo.
HYATT, MARION F.
WJHO, Opelika, Ala.
HYDE, HARMON H.
WPRO, Providence, R. I
HYLAND, DAN M.
WHAI, Greenfield, Mass.

— I —

INSLEY, DON
CHEX, Ontario, Can.
IRISH, JACK
WHK, Cleveland, Ohio
IRVING, ROBERT
WISH, Indianapolis, Ind.
ISAAC, ROSE
WJMS, Ironwood, Mich.
ISRAEL, ABNER
WGPC, Albany, Ga.

— J —

JACKMAN, HELENE
CFRN, Edmonton, Alta.
JACKSON, BUD
KVOO, Tulsa, Okla.
JACKSON, BOB
WSGN, Birmingham, Ala.
JACKSON, EMMETT M.
WAOV, Vincennes, Ind.
JACKSON, WALLACE
KRBC, Abilene, Tex.
JACOBSEN, ARTHUR
KGVO, Missoula, Mont.
JACQUES, JANE
WOSU, Columbus, Ohio
JAEGER, JOHN
WNEW, New York City
JAFFE, JERRY
WNEW, New York City
JAFFE, ARNOLD
WHOM, Jersey City, N. J.
JAFRAY, JESS
CKPC, Ontario, Can.
JAMES, FRANK
WSYR, Syracuse, N. Y.
JAMES, HUGH
Blue
JAMES, MARJORIE
WNAD, Norman, Okla.
JAMES, STEVE
WEEI, Boston, Mass.
JANES, ROBERT
KGO, San Francisco, Calif.
JANKINS, BYRON
WFBR, Greenville, S. C.
JARVIS, H. W.
KTSM, El Paso, Tex.
JAY, NORMAN
WPEN, Philadelphia, Pa.
JEFFERAY, BILL
WOL, Washington, D. C.
JEFFERIES, DAVID W.
KINY, Juneau, Alaska
JENKINS, BILL
WTOP, Washington, D. C.
JENKINS, ED.
WFOR, Hattiesburg, Miss.
JENKINS, RON.
WSOC, Charlotte, N. C.
JENNINGS, AL.
WDOD, Chattanooga, Tenn.
JENNINGS, DOROTHY
WDBJ, Roanoke, Va.
JENSEN, LEIF
WELI, New Haven, Conn.
JESS, EVERETT
WNBC, Hartford, Conn.
JEWETT, DOUGLAS
WKAR, East Lansing, Mich.
JOHANSEN, EILEEN
KGY, Olympia, Wash.
JOHLIN, MARY I.
KAST, Astoria, Ore.
JOHNDEN, CLIFF
KLX, Oakland, Calif.
JOHNS, DICK
WOC, Davenport, Iowa
JOHNS, M. W.
WMFJ, Daytona Beach, Fla.
JOHNSON, ARNOLD
CKUA, Edmonton, Can.
JOHNSON, ARV.
KVOX, Moorhead, Minn.
JOHNSON, BERNIE
WEMP, Milwaukee, Wisc.
JOHNSON, BERT
KFOX, Long Beach, Calif.
JOHNSON, CARL
KMBC, Kansas City, Mo.
JOHNSON, CLIFF
WBBM, Chicago, Ill.
JOHNSON, DAVID
WCAL, Northfield, Minn.
JOHNSON, EDDIE
WEIM, Fitchburg, Mass.
JOHNSON, LARRY
WDNC, Durham, N. C.
JOHNSON, VERNON
KRSC, Seattle, Wash.
JOHNSON, TED
KFBI, Wichita, Kans.
JOHNSON, VIRGINIA
WCOL, Columbus, Ohio
JOHNSON, WM.
WBAB, Atlantic City, N. J.
JOHNSTON, ROBERT
WEXL, Royal Oak, Mich.
JOHNSTONE, FRED
CKWS, Kingston, Ont., Can.
JOLLY, JIM
WLBJ, Bowling Green, Ky.
JONES, ALFRED
WRR, Dallas, Tex.
JONES, BERNARD
WEXL, Royal Oak, Mich.
JONES, BOB
KCMC, Texarkana, Tex.
JONES, HOWARD
WIP, Philadelphia, Pa.
JONES, JACQUELINE M.
WBTM, Danville, Va.
JONES, JOHN W.
WALL, Middletown, N. Y.
JONES, LEE
KFEL, Denver, Colo.
JONES, PAUL M.
WFLA, Tampa, Fla.
JONES, ROBERT L.
WSPR, Springfield, Mass.
JONES, ROYCE
WRBL, Columbus, Ga.
JONES, S.
CFCF, Montreal, Que., Can.
JONES, WES.
WOW, Omaha, Nebr.
JONSON, GEORGE
WCCO, Minneapolis, Minn.
JORDAN, FRANK
WSAY, Rochester, N. Y.
JORDAN, LEE
WAGA, Atlanta, Ga.
JORDAN, MURIEL
CHPS, Parry Sound, Ont., Can.
JORGENSON, THEODORE
WCAL, Northfield, Minn.
JOURNEAY, TOM
WTAW, College Station, Tex.

JOY, DICK
Those We Love.

JOYNER, FRED
WFMJ, Youngstown, Ohio
JUNKER, CARL
WROL, Knoxville, Tenn.
JUSTUS, OLUS
WOMI, Owensboro, Ky.

— K —

KAASA, HAROLD
KWLC, Decorah, Iowa

KADELL, CARLTON
Jack Carson Show, CBS; Point Sublime, KHJ, Los Angeles, Calif.

KALNES, RUTH
KWLC, Decorah, Iowa
KANE, ARTHUR
WESX, Marblehead, Mass.
KANIPE, LEE
WGNC, Gastonia, N. C.
KAPEL, GEORGE
KMJ, Fresno, Calif.
KAPP, BERNARD
WBTM, Danville, Va.
KARTER, AL.
WKBZ, Muskegon, Mich.
KATTENBACK, FRANK
CJCJ, Calgary, Alberta
KATZ, JOSEPH
WATR, Waterbury, Conn.

KAUT, CHARLES
WPAY, Portsmouth, Ohio
KEATH, ROBERT
WEW, St. Louis, Mo.
KEATHLY, HAMPTON
KPRC, Houston, Tex.
KEATING, LARRY
Gilmore Furlough Fun.
KECK, JOHN SCOTT
WCAE, Pittsburgh, Pa.
KEEBLE, GORDON
CJBC, CBY, Toronto, Ont.
KEECH, KELVIN
Blue
KEEFE, HOWARD L.
WSPR, Springfield, Mass.
KEEP, BYRON
KXL, Portland, Ore.
KEHOE, PATRICK D.
WMAM, Marinette, Wisc.
KEITH, LARRY
WSGN, Birmingham, Ala.
KELBERER, JOHN
KWNO, Winona, Minn.
KELFORD, TRAVOR
WJMA, Covington, Va.
KELIHAN, JIM
KSO, KRNT, Des Moines, Ia.
KELLEHER, PHILIP
WQAM, Miami, Fla.
KELLER, ERNEST R., JR.
WBIR, Knoxville, Tenn.
KELLER, PAUL
KBTM, Jonesboro, Ark.
KELLEY, JOHN L.
KEVR, Seattle, Wash.
KELLEY, LARRY
WXYZ, Detroit, Mich.
KELLNER, SALLIE
WJPR, Greenville, Miss.
KELLOGG, ROBERT
KGFW, Kearney, Nebr.
KELLY, BOB
WGAR, Cleveland, Ohio
KELLY, JACK
KMA, Shenandoah, Iowa
KELLY, LEON
WRAK, Williamsport, Pa.
KELSO, BILL
Katherine Carr News, Collins Calling; First Call with Beverly; Bill Kelso; Swingshift News—KNX.
KELTON, BOB
WBRW, Welch, W. Va.
KEMP, ED
WJR, Detroit, Mich.
KENDRICK, PHIL
KRBC, Abilene, Tex.
KENLO, JOHNNY
KALB, Alexandria, La.
KENNEDY, JOHN M.
CBS, Lux Radio Theater.
KENNEDY, KEN
WDAY, Fargo, N. D.
KENNEY, FRED
WLAC, Nashville, Tenn.
KENSKI, MICHAEL
WHOM, Jersey City, N. J.
KENT, BOB
WMVA, Martinsville, Va.
KENT, CARL
KHJ, Los Angeles, Calif.
KENT, GEORGE
WCPO, Cincinnati, Ohio
KENT, JOHN
WWL, New Orleans, La.
KENYON, CHRIS.
WMPS, Memphis, Tenn.
KEPHART, M. W.
WMAQ, Chicago, Ill.
KERGAN, G.
CKBI, Prince Edward Island Sask., Can.
KERR, ALFRED
WHBQ, Memphis, Tenn.
KERWOOD, ORIE
KMMJ, Grand Island, Nebr.
KESSENICH, JACK
WOSH, Oshkosh, Wisc.
KEY, EARL M.
WJMA, Covington, Va.
KIBBY, GORDON
WLAV, Grand Rapids, Mich.
KILBOURN, DAVE
WDGY, Minneapolis, Minn.
KING, BOB
WSOY, Decatur, Ill.
KING, CY
WEBR, Buffalo, N. Y.
KING, DENTON
WELI, New Haven, Conn.
KING, JOSEPH
CBS, New York.
KING, PAUL
WNAC, Boston, Mass.
KING, VERN
WINN, Louisville, Ky.
KING, WALLY
WRRF, Washington, D. C.
KING, WALLY
KLX, Oakland, Calif.
KINNAIRD, HARRY
WBLK, Clarksburg, W. Va.
KINNETT, MARGARET
WGPC, Albany, Ga.
KINNEY, BOB
WKRC, Cincinnati, Ohio
KIRBY, BILL
WEAU, Eau Claire, Wisc.
KIRBY, JIMMY
WGST, Atlanta, Ga.
KIRBY, CLEVE
WMAQ, Chicago, Ill.
KIRBY, LEE
WBT, Charlotte, N. C.
KIRKANDER, WARREN
WALL, Middletown, N. Y.
KIRKWOOD, JOHN
WIL, St. Louis, Mo.
KISTER, GEORGE C.
KMMJ, Grand Island, Nebr.
KISTLER, GLEASON
KFNF, Shenandoah, Iowa.
KITTELL, CLYDE
NBC
KLAVUN, WALTER
WICC, Bridgeport, Conn.
KLEIN, RUTH
WRUF, Gainesville, Fla.
KLEY, HERBERT A.
WMAM, Marinette, Wisc.
KLIENE, DONALD
KBUR, Burlington, Iowa
KLISE, RODERIC
KJQ, Spokane, Wash.
KNIGHT, CY
CHAB, Sask., Can.
KNIGHT, FRED
WIBG, Philadelphia, Pa.
KNIGHT, JOHN JAY
WCOV, Montgomery, Ala.
KNIGHT, FRANK
WOR
KNIGHT, PAT
WPAD, Paducah, Ky.
KNOPP, HELEN
KGCX, Wolf Point, Mont.
KNOX, BOB
WIBG, Philadelphia, Pa.
KNUTSON, MILO
KROC, Rochester, Minn.
KNUTSEN, DARRYL
WDSM, Superior, Wisc.
KNUTSON, HAROLD
WCAT, Rapid City, S. C.
KOBERNAT, RALF
KGGM, Albuquerque, N. M.
KOLBY, CAL
WMAS, Springfield, Mass.
KOPLAN, HARRY
KGF, Los Angeles, Calif.
Calling All Zones.
KOTHE, DICK
KDAL, Duluth, Minn.
KRAMER, BEN
WWDC, Washington, D. C.
KRAMER, HARRY
Calling Pan-America, CBS, New York.
KREGELOH, HUBERT
WSPR, Springfield, Mass.
KREIGHOFF, BOB
WTOL, Toledo, Ohio
KRESHKA, FRANK E.
KWRC, Pendleton, Ore.
KRICHOFF, BOB
GKL, San Angelo, Tex.
KROECK, LOUIS F.
KTMS, Santa Barbara, Calif.
KRONEMER, ABE
WHKC, Columbus, Ohio
KUHLMEY, STERLING
KVOX, Moorhead, Minn.
KUHN, HOWARD
KFRO, Longview, Tex.
KUNATH, LANE
KICD, Spencer, Iowa
KYLE, JACK
CJVI, Victoria, B. C., Can.

— L —

LACKEY, HECHT S.
WSON, Henderson, Ky.
LaCOSTE, AL.
KONO, San Antonio, Tex.
LADD, DAVID
WPAY, Portsmouth, Ohio
LAFFEY, FRED P.
WLAW, Lawrence, Mass.
LaFRANO, TONY
KHJ, Los Angeles, Calif.
LADIS, HAROLD
WJMS, Ironwood, Mich.
LAING, JOHN
Red Ryder.
LAKE, CHARLIE
WWL, New Orleans, La.
LALONDE, J.
CKAC, Montreal, Can.
LAMM, J. T.
KYO, Lubbock, Tex.
LANCTOT, CLIFFORD
WEW, St. Louis, Mo.
LAND, HERMAN
WBIR, Knoxville, Tenn.
LANDFEAR, THURLOW D.
WMT, Cedar Rapids, Iowa; KRNT, KSO, Des Moines, Ia.
LANE, DICK
KFBC, Cheyenne, Wyo.
LANE, VANCE
KGER, Long Beach, Calif.
LANG, DAVE
WFDF, Flint, Mich.
LANG, FRED
WNAC, Boston, Mass.
LANGBELL, DON
CJCA, Alberta, Can.
LANGITT, HOWARD
KWKH, Shreveport, La.
LANSING, HAL
WTCN, Minneapolis, Minn.
LANTRY, HARRY
KGA, Chronicle Bldg., Spokane, Wash.
LAPLANTE, RAYMOND
CBF, Montreal, Can.
LARACEY, JAMES
WJIM, Lansing, Mich.

LARGE, MARGARET E.
CFCY, Amherst, N. S.
LARGE, R. F.
CFCY, Amherst, N. S.
LARNER, BILL
WELI, New Haven, Conn.
LARSON, WHITEY
WNAX, Yankton, S. D.
LATHAM, WAYNE H.
WSPR, Springfield, Mass.
LAUB, DARYL
KOBH, Rapid City, S. D.
LAUBE, RAY
WIGM, Medford, Wisc.
LAURIE, B. A.
KNET, Palestine, Tex.
LAVIGNE, DICK
WHYN, Holyoke, Mass.
LAWLEY, LEE
KPRO, Riverside, Calif.
LAWRENCE, DAN
KSO, Des Moines, Iowa
LAWRENCE, DAN
KRNT, Des Moines, Iowa
LAWRENCE, JIMMY
KOVO, Provo, Utah
LAWRENCE, KEN
WTOL, Toledo, Ohio
LAWSON, DAVID
KFKU, Lawrence, Kans.
LEBAN, JOHN
WCAE, Pittsburgh, Pa.
LEDINGHAM, CHARLES L.
WLVA, Lynchburg, Va.
LEE, BOB
WALL, Middletown, N. Y.
LEE, CARROL S.
WAIM, Anderson, S. C.
LEE, DICK
WHBU, Anderson, Ind.
LEE, MARY DOUGLAS
WGFF, Shawnee, Okla.
LEE, JOHN
WKRC, Cincinnati, Ohio
LEE, MAX
WHBU, Anderson, Ind.
LEE, TED
WCCO, Minneapolis, Minn.
LEE, VINCENT
WIS, Columbia, S. C.
LEE, W. H.
WMFD, Wilmington, N. C.
LEEFERS, ROBERT
WMT, Cedar Rapids, Iowa; KRNT, KSO, Des Moines, Ia.
LEEPER, TED ELLIS
WPTF, Raleigh, N. C.
LEGER, RUSSELL
KFOR, Lincoln, Nebr.
LEIDY, DICK
WJAC, Johnstown, Pa.
LEINER, LOIS
WJPA, Washington, Pa.
LEISURE, CLARENCE
KPO, San Francisco, Calif.
LEITCH, ALBERT
WTOP, Washington, D. C.
LELIEVRE, ROLLAND
CHRC, Quebec, Can.
LELLMAN, JACK
WJR, Detroit, Mich.
LEMERT, CHARLES
WHIZ, Zanesville, Ohio
LEMERT, TIM
KNX, Hollywood
LENHARDT, NORMAN
WXYZ, Detroit, Mich.
LESLIE, JOHN
WOW, Omaha, Nebr.
LEVEY, MARVIN
WFDF, Flint, Mich.
LEVIN, HOWARD
WSAY, Rochester, N. Y.
LEVINSON, LEONE
KCMO, Kansas City, Mo.
LEVVY, HERBERT
WSAY, Rochester, N. Y.
LEWIS, FULTON, JR.
WOL, Washington, D. C.; WHN, New York.
LEWIS, GORDAN J.
WHAI, Greenfield, Mass.
LEWIS, HENRY
KOAM, Pittsburgh, Kans.
LEWIS, JIM
WJIM, Lansing, Mich.
LEWIS, JOHN
WWL, New Orleans, La.
LEWIS, ROBERT
WNEW, New York City.
LEY, MARTHA
WHOM, Jersey City, N. J.
LIGHT, ASHTON
WBRW, Welch, W. Va.
LIGHTFOOT, FOX
WBRC, Birmingham, Ala.
LINCOVE, DAN
KRMD, Shreveport, La.
LINDER, MERTON
WSBT, South Bend, Ind.
LINDSAY, ART
KXRO, Aberdeen, Wash.
LINGO, TED
WBEN, Buffalo, N. Y.
LISTER, JIM
KSRO, Santa Rosa, Calif.
LITCH, JACK
*KROX, Sacramento, Calif.
LITTLEHALES, ELMER
KAST, Astoria, Ore.
LIVERANCE, E. R.
WAIM, Anderson, N. C.
LIVINGSTON, ROBERT
WFTC, Kingston, N. C.
LOCKERT, JIMMIE
WSIX, Nashville, Tenn.
LOFFLER, GENE
KSO, KRNT, Des Moines, Ia.
LONG, DEANE S.
KXEL, Waterloo, Iowa
LONG, RUSSELL
WCSC, Charleston, S. C.
LONGWELL, ROBERT
WJR, Detroit, Mich.
LOUDON, GORDON
WWL, New Orleans, La.
LOUDEN, VERN
KUTA, Salt Lake City, Utah
LOUNSBURY, JIM
KSO, KRNT, Des Moines, Ia.
LOVELESS, WENDELL P.
WMBI, Chicago, Ill.
LOW, DON
Blue
LOWDER, COL
KLO, Ogden, Utah
LOWE, BRYAN
WLBJ, Bowling Green, Ky.
LOWE, JACKSON
WWDC, Washington, D. C.
LOWELL, DICK
KOBH, Rapid City, S. D.
LOWEN, AL
CKRC, Manitoba, Can.
LOWERY, BILL
KTHS, Hot Springs National Park, Ark.
LOWREY, AL
KHQ, Spokane, Wash.
LOWREY, MEADOR
KRLD, Dallas, Tex.
LOZANO, ROMULO
KEEW, Brownsville, Tex.
LUCAS, PETER
WXZY, Detroit, Mich.
LUCE, DEAN
WCHV, Charleston, Va.
LUCIDO, BOB
WEW, St. Louis, Mo.
LUDLAN, KENNEDY
WRC, Washington, D. C.
LUDWIG, LYELL
WFBM, Indianapolis, Ind.
LUEDEKE, HARRY
WMBD, Peoria, Ill.
LUKENS, ERNIE
WKOK, Sunbury, Pa.
LUND, JACK
KFXJ, Grand Junction, Colo.
LUND, VICTOR H.
WAOV, Vincennes, Ind.
LURYE, JAY A.
WDSM, Superior, Wisc.
LUSK, BERNARD
KROC, Rochester, Minn.
LUSK, GENE
WJLS, Beckley, W. Va.
LYLE, VAN
NBC
LYMAN, PETER
KDAL, Duluth, Minn.
LYNCH, CHARLES
WIBG, Philadelphia, Pa.
LYNCH, JOHN
CHNS, Halifax, N. S.
LYTLE, A. E.
WHAM, Rochester, N. Y.
LYON, CHARLES
WMAQ, Chicago, Ill.
LYON, DICK
KTBC, Austin, Tex.
LYON, DON
WSYR, Syracuse, N. Y.
LYON, H. C.
WCHV, Chaleston, Va.

— *M* —

MABRY, BOB
WFDG, Flint, Mich.
MacAULAY, L. A.
CFCY, Amherst, N. S.
MacBURLESON, BERNIE
WJHL, Johnson City, Tenn.
MacDIARMID, WALLY
WMBD, Peoria, Ill.
MacDOUGALL, JOHN
WLOL, Minneapolis, Minn.
MacEWEN, JOHN
CFCY, Amherst, N. S.
MacFARLANE, DAVID L.
KTSW, Emporia, Kans.
MacKINNON, HUGH
WGAN, Portland, Me.
MacLEAN, JOHN
WGKV, Charleston, W. Va.
MACK, BILL
WEDC, Chicago, Ill.
MACK, DON
WAYS, Charlotte, N. C.
MACK, WAYNE
WGAR, Cleveland, Ohio
MAGELLA, ALAIN
CHRC, Quebec, Can.
MAGNUSON, WOODROW
WBEN, Buffalo, N. Y.
MAGUIRE, MAC
WCAU, Philadelphia, Pa.
MALCOLM, HOWARD
KHQ, Spokane, Wash.
MALLOY, LES
KYA, San Francisco, Calif.
MALONE, ROY
CKRC, Manitoba, Can.
MALOUIN, R.
CKAC, Montreal, Can.
MANASK, JIMMY
KFQD, Anchorage, Alaska.
MANDERSON, STEVE
WGAC, Augusta, Ga.
MANGOLD, MARY
KBUR, Burlington, Iowa
MANIER, WILL R.
WSM, Nashville, Tenn.

MANLOVE, DUDLEY
KSFO, San Francisco, Calif.
MANN, ALAN
KGER, Long Beach, Calif.
MANN, HERBERT
WRJN, Racine, Wisc.
MANN, JOSEPH
WKWK, Wheeling, W. Va.
MANN, SI.
WJAS, Pittsburgh, Pa.
MANNING, DAVID
KFVD, Los Angeles, Calilf.
MANNS, BILL
WIP, Philadelphia, Pa.
MANSFIELD, JOSEPH
WBTA, Batavia, N. Y.
MAPLES, GRADY
KICA, Clovis, N. M.
MARBLE, HARRY
Dateline, CBS, New York.
MARCH, RICHARD
WICA, Ashtabula, Ohio
MARCUS, LES
KWJJ, Portland, Ore.
MARCUS, RAY
WAVE, Louisville, Ky.
MARES, JERRY
WCBM, Baltimore, Md.
MARGARET, JEAN
KTSM, El Paso, Tex.
MARGET, MANNY
KVOX, Moorhead, Minn.

MARKS, GARNETT

Lt. U. S. Navy.

MARINEAU, MARCEL
CHLP, Quebec, Can.
MARION, RUSSELL
WAIR, Winston-Salem, N. C.
MARKLE, WILBERT L.
WCAX, Burlington, Vt.
MARRISON, DOROTHY
KSWO, Lawton, Okla.
MARSHALL, GENE
WBML, Macon, Ga.
MARSHALL, JOHN
WLAV, Grand Rapids, Mich.
MARSHALL, RICHARD
WAGM, Presque Isle, Me.
MARTEL, BILL
KFRC, San Francisco, Calif.
MARTIN, ARTHUR
CJBC, CBY, Toronto, Ont.
MARTIN, DAVE
WRUF, Gainesville, Fla.
MARTIN, FRANK
I Love a Mystery, CBS.
MARTIN, HAL
KLRA, Little Rock, Ark.
MARTIN, HARRY
WFBM, Indianapolis, Ind.
MARTIN, JAMES
WGAR, Cleveland, Ohio
MARTIN, JOHN
WKY, Oklahoma City, Okla.
MARTIN, L.
CFCF, Montreal, Que., Can.
MARTIN, JACK
WKBH, LaCrosse, Wisc.
MARTIN, LEWIS D.
WDSM, Superior, Wisc.
MARTIN, NAT
WCHV, Chaleston, Va.
MARTIN, ROBERT
WTAG, Worcester, Mass.
MARTIN, RUTH
KSAN, San Francisco, Calif.
MARTYN, FRANCIS
WATR, Waterbury, Conn.
MARTYN, GILBERT
Blue
MARVIN, TONY
Johns-Manville, Bill Henry News, Ray Scott Program, Now and Forever, CBS, New York.
MASCOT, TRINA
KGKB, Tyler, Tex.
MASON, RUTH
WBEN, Buffalo, N. Y.
MASTERS, JOHN
WRUF, Gainesville, Fla.
MATHERS, DONALD
WSPD, Toledo, Ohio
MATHEWS, DOROTHY
WFOY, St. Augustine, Fla.
MATHEWS, TOM
WFLA, Tampa, Fla.
MATHEWSON, RAY
KGGM, Albuquerque, N. M.
MATHEWSON, RAY
KWLC, Decorah, Iowa
MATHIS, CHARLES
KELD, El Dorado, Ark.
MATRANGA, JACK
KBK, Sacramento, Calif.
MATTHEWS, NORMAN
KRMD, Shreveport, La.
MATTISON, HENRY
KFH, Wichita, Kans.
MAXWELL, TOM
WGST, Atlanta, Ga.
MAY, GEORGE
WFDF, Flint, Mich.
MAYER, WILLIAM
WTAM, Cleveland, Ohio
MAYER, STANLEY
WSON, Henderson, Ky.
MAYORAL, RADAMES
WPAB, Ponce, Puerto Rico
MAYNARD, KEN
KTTS, Springfield, Mo.
McADAMS, LON
KMJ, Fresno, Calif.
McALISTER, R. B.
KICA, Clovis, N. M.
McALLISTER, H. J.
KHQ, Spokane, Wash.
McALLISTER, PAUL
KFEL, Denver, Colo.
McARDLE, RODNEY
KXA, Seattle, Wash.
McBRIDE, JAMES
KUTA, Salt Lake City, Utah
McBRIDE, LESTER
KWJB, Globe, Ariz.
McBRIDE, ROBERT
WJHL, Johnson City, Tenn.
McCAIN, BILL
WBRC, Birmingham, Ala.
McCALL, FRED
WMAZ, Macon, Ga.
McCALL, LEE BYRON
KYCA, Prescott, Ariz.
McCAN, LARRY
WXYZ, Detroit, Mich.
McCARTHY, CHARLES
NBC
McCARTHY, JACK
Blue
McCARTHY, JACK
WXYZ, Detroit, Mich.
McCAULEY, HOWARD
KSRO, Santa Rosa, Calif.
McCAULEY, JOE
WIP, Philadelphia, Pa.
McCLANAHAN, STEEL
KGBS, Harlingen, Tex.
McCLAREN, JACK
KTMS, Santa Barbara, Calif.
McCLELLAND, JAMES
WBTM, Danville, Va.
McCLURE, KEN
WBAP, KGKO Ft. Worth, Tex.
McCLURE, LIERAN
WERC, Erle, Pa.
McCORMACK, "JACK"
WDGN, Birmingham, Ala.
McCORMACK, MALCOLM
WBZ-WBZA, Boston, Mass.
McCOWN, BOB
KVIC, Victoria, Tex.
McCOY, MOLLY
KPDN, Pampa, Tex.
McCUTCHEN, R.
WNAB, Bridgeport, Conn.
McDONALD, J. L.
CFCY, Amherst, N. S.
McDONALD, L. A.
CFCY, Amherst, N. S.
McDONNELL, DAN
Romance, CBS, New York.
McDOWELL, BILL
KADA, Ada, Okla.
McELLEN, JOHN
WPAT, Paterson, N. J.
McELROY, JACK
KTUL, Tulsa, Okla.
McEWAN, ROBERT
WWDC, Washington, D. C.
McFARLAND, OWEN
WAAT, Jersey Cityy, N. J.
McGEEHAN, JACK
WATW, Ashland, Wisc.

McGEEHAN, PAT

America, Ceiling Unlimited, CBS; Raleigh Program. Red Skelton, NBC.

McGEEHEE, GENE
KFH, Wichita, Kans.
McGRATH, JAMES
WWDC, Washington, D. C.
McGRAW, WALTER
WKAR, East Lansing, Mich.
McGUFFIN, WALTER
KGY, Olympia, Wash.
McGUIRE, VERNON
KFBI, Wichita, Kans.
McHARDIE, BILL
Santa Barbara, Calif.
McILVAIN, HARRY
WCAU, Philadelphia, Pa.
McINTYRE, FRANK
KUTA, Salt Lake City, Utah
McINTIRE, CHAS.
WMBH, Joplin, Mo.
McINTIRE, FAY
KLBM, LaGrande, Ore.
McINTIRE, RUSSELL
WSTP, Salisbury, N. C.
McINTOSH, WILLIAM
KLS, Oakland, Calif.
McKEE, BURTT
WAPI, Birminghham, Ala.
McKINNEY, JAMES E.
WLVA, Lynchburg, Va.
McKINNON, COLBURN
WFOY, St. Augustine, Fla.
McKENNA, ROBERT P.
KDKA, Pittsburgh, Pa.
McKINNEY, CARL
WGTC, Greenville, N. C.
McLAUGHLIN, JACK
CKNX, Wingham, Can.
McLEAN, DR.
WHMA, Anniston, Ala
McLEAN, NORMAN
WRRN, Warren, Ohio
McLELLAN, FRANCES
KCRJ, Jerome, Ariz.
McMAHAN, NEWT
WNOX, Knoxville, Tenn.
McMULLEN, VANCE
WFOY, St. Augustine, Fla.
McNAMARA, R. C.
WPTF, Raleigh, N. C.

McNERNEY, FRAN
WTOL, Toledo, Ohio
McPHERSON, FRED
KFBX, Sacramento, Calif.
McPHERSON, GAYLORD
WDOD, Chattanooga, Tenn.
McPHILLIAMY, MAX
WSAM, Saginaw, Mich.
McQOAY, JOSEPH
WAJR, Morgantown, W. Va.
McSLOY SYDNEY
KGVO, Missoula, Mont.
McVICKERS, LEA
WMBS, Uniontown, Pa.
MEADE, CHARLIE
KFJZ, Fort Worth, Tex.
MEEHAN, ROBERT
WEAN, Providence, R. I.
MEEKER, KENNETH
WHAS, Louisville, Ky.
MEEKS, DON
WWVA, Wheeling, W. Va.
MELLERT, LAWRENCE
WAGA, Atlanta, Ga.
MELTON, FRANKLIN
WSIX, Nashville, Tenn.
MENARD, GEORGE
WLS, Chicago, Ill.
MENDELSON, HAL
KYA, San Francisco, Calif.
MENDEZ, P.
KGBS, Harlingen, Tex.
MENEFEE, BOB
WTOP, Washington, D. C.
MENSING, NATALIE
WKBZ, Muskegon, Mich.
MERCIER, ART
WBBM, Chicago, Ill.
MERRIDEW, REG.
WGAR, Cleveland, Ohio
MERRILL, COSETTE
WIS, Columbia, S. C.
MERRILL, JOYCE
WBTA, Batavia, N. Y.
MERTZ, MILLICENT
WFIN, Findlay, Ohio
MEYER, KEN
WJAG, Norfolk, Nebr.
MEYERS, ROBERT
WMBH, JOPLIN, Mo.
MEZGER, BILL
WEEI, Boston, Mass.
MICHELS, HERB
WWJ, Detroit, Mich.
MIEDKE, NANCY
WHBF, Rock Island, Ill.
MILES, PAUL
WITH, Baltimore, Md.
MILLER, CHAS.
CKWS, Kingston, Ont., Can.
MILLARD, ROSS
CFRB, Ontario, Can.
MILLER, A.
CBM, Montreal, Can.
MILLER, ALLEN R.
WOMI, Owensboro, Ky.
MILLER, DAVID L.
WAAT, Jersey City, N. J.
MILLER, GEORGE
WWNY, Watertown, N. Y.
MILLER, GEORGE
KADA, Ada, Okla.
MILLER, HAL
WNAC, Boston, Mass.
MILLER, JACK
KQW, San Jose, Calif.
MILLER, ROSS
WHAI, Greenfield, Mass.
MILLER, STANLEY
KORE, Eugene, Ore.
MILLS, FRANK
KGKO, WBAP, Ft. Worth, Tex.
MILLS, JAY
WJPF, Herrin, Ill.
MILLS, RICHARD
WBRK, Pittsfield, Mass.
MILLS, ROBERT
KEX, Portland, Ore., Personality Hour.
MILNER, GENE
KHQ, Spokane, Wash.
MIRABELL, ELINOR
WICA, Ashtabula, Ohio
MITCHELL, FRANK
WAYX, Waycross, Ga.
MITCHELL, GORDON
WSLS, Roanoke, Va.
MITCHELL, HARRY
WJOB, Hammond, Ind.
MOBLEY, ERNEST
WAPO, Chattanooga, Tenn.
MOCK, ROSEMARY
WJPR, Greenville, Miss.
MOELLER, NORMAN
KRLD, Dallas, Tex.
MONK, KARL
CHEX, Ontario, Can.
MONROE, JIM
KCMO, Kansas City, Mo.
MONROE, WILSON
KTKC, Visalia, Calif.
MONTGOMERY, RALPH
WDBO, Orlando, Fla.
MONTREUIL, CLAIRE
CKCV, Quebec, Can.
MOON, GEORGE
KGW, KEX, Portland, Ore.
MOON, VIRGINIA
KRIC, Beaumont, Tex.
MOONEY, BOB
WNBC, Hartford, Conn.
MOORE, DICK
WSYR, Syracuse, N. Y.
MOORE, EDWARD
KFEQ, St. Joseph, Mo.
MOORE, FRANK
WMBS, Uniontown, Pa.
MOORE, FRED
KOX, Long Beach, Calif.
MOORE, GEORGE
WSPB, Sarasota, Fla.
MOORE, HARRY J.
WCPO, Cincinnati, Ohio
MOORE, LONNIE
WGAC, Augusta, Ga.
MOORE, MARVIN
WBAP, KGKO, Ft. Worth, Tex.
MOORE, PAUL
WJTS, Jackson, Tenn.
MOORE, TOM
WAIT, Chicago, Ill.
MOORE, WALKER
KFJZ, Fort Worth, Tex.
MORALES, GILBERTO
WPAB, Ponce, Puerto Rico
MOREN, JOS.
WMRF, Lewistown, Pa.
MOREY, ART.
KWJJ, Portland, Ore.
MORGAN, DALE
KRNT, Des Moines, Iowa
MORGAN, DALE
KSO, Des, Moines, Iowa
MORGAN, HAL
WGAR, Cleveland, Ohio
MORGAN, LAMAR
WJHP, Jacksonville, Fla.
MORGAN, RAY
WFTL, Ft. Lauderdale, Fla.
MORGAN, WORTH
WGAA, Cedartown, Ga.
MORLEY, BERNARD S.
WHCU, Ithaca, N. Y.
MORRIS, DUDLEY
KWTO, KGBX, Springfield, Ma.
MORRIS, HELEN
WATR, Waterbury, Conn.
MORRIS, JACK
KTUL, Tulsa, Okla.
MORRIS, JIM
WRAL, Raleigh, N. C.
MORRIS, TRUMAN
WOMI, Owensboro, Ky.
MORROW, TOM
WDSM, Superior, Wisc.
MORSE, TONY
KGO, San Francisco, Calif.
MOSER, CLYDE
WTAR, Norfolk, Va.
MOSENA, DICK
KBUR, Burlington, Iowa
MOSES, BERNARD
WCOS, Columbia, S. C.
MOSIER, DICK
WTOL, Toledo, Ohio
MOTT, DEL
CJBC, CBY, Toronto, Ont., Can.
MOUSSEAU, ROMEO
CHLP, Quebec, Can.
MOWERS, ROBERT
WTRY, Troy, N. Y.
MRDJENOVICH, JOHN
WATW, Ashland, Wisc.
MULL, ANNA JANE
WCED, DuBois, Pa.
MULLENGER, KEITH
WOI, Ames, Iowa
MULLINAX, EDWIN
WLAG, La Grange, Ga.
MULLINS, BERNARD
WTIC, Hartford, Conn.
MULVIHILL, JOE
WGAR, Cleveland, Ohio
MUNCY, HUGH
KXEL, Waterloo, Iowa
MUNYON, HARRY
WQAM, Miami, Fla.
MURCHIE, TED
WGY, Schenectady, N. Y.
MURCHISON, COLIN
WDBO, Orlando, Fla.
MURPHY, BOB
WMAQ, Chicago, Ill.
MURPHY, JACK
KOY, Phoenix, Ariz.
MURPHY, JOHN
WHIO, Dayton, Ohio
MURRAY, CHARLES
WSNJ, Bridgeton, N. J.
MURRAY, MAL
WNAX, Yankton, S. D.
MURRAY, THOMAS
WHAM, Rochester, N. Y.
MURRAY, JOHN TRENT
WCAE, Pittsburgh, Pa.
MUZZY, JAMES
WHBC, Canton, Ohio
MYERS, EUGENE
KNET, Palestine, Tex.
MYERS, WILLIAM
WSPD, Toledo, Ohio

— N —

NABLE, MARION
WDBO, Orlando, Fla.
NACHTMANN, BERNICE
WFOY, St. Augustine, Fla.
NASH, BARNES H.
KTBC, Austin, Tex.
NAUGHTON, CLIFF
KSFO, San Francisco, Calif.
NEAL, LEE
WIP, Philadelphia, Pa.
NEAL, ROY
WIBG, Philadelphia, Pa.
NEFF, ERNEST D.
WGL, Fort Wayne, Ind.
NEHER, DICK
WHO, Des Moines, Iowa
NEIL, JACK
KRIC, Beaumont, Tex.

NEILSON, WALTER
WESX, Marblehead, Mass.
NELSON, DeWAYNE
WBBM, Chicago, Ill.
NELSON, L. M.
WHO, Des Moines, Iowa
NELSON, ROBERT
WEAU, Eau Claire, Wisc.
NELSON, R. A.
KAND, Corsicana, Tex.
NELSON, R. H.
KWNO, Winona, Minn.
NELSON, STANLEY
WBNS, Columbus, Ohio
NELSON, TOM
KHSL, Chico, Calif.
NESSELROAD, PAUL
WDAF, Kansas City, Mo.
NETT, ERNIE
WOWO, Ft. Wayne, Ind.
NEWBY, LUTHER
KGFJ, Los Angeles, Calif.
NEWKIRK, ALFRED B.
WICA, Ashtabula, Ohio
NEWELL, HAL
WEEI, Boston, Mass.
NEWLON, JACK
KORN, Fremont, Nebr.
NEWMAN, BERNARD
WMBS, Uniontown, Pa.
NEWSOME, JACK
WMBR, Jacksonville, Fla.
NIETE, CHARLES
KTKC, Visalia, Calif.
NILES, CHARLES
KFEQ, St. Joseph, Mo.
NILES, KEN
Blue Ribbon Town, Judy Canova Show, CBS.
NILES, WENDELL
Pepsodent, Bob Hope, NBC.
NISSIM, RENZO
WBNX, New York City.
NOBLE, RICHARD
WMAQ, Chicago, Ill.
NOBLE, CODY
WDAN, Danville, Ill.
NOBLE, WENDELL
KOY, Phoenix, Ariz.
NOBLES, CHARLES
Blue
NOBLES, GENE
WBLJ, Dalton, Ga.
NOLAN, TOMMY
WFBC, Greenville, S. C.
NORMAN, CHARLES
KBIZ, Ottumwa, Iowa
NORMAN, GENE
KGO, San Francisco, Calif.
NORMAN, ROBERT
WHDL, Olean, N. Y.
NORTON, IVERS
WHDL, Olean, N. Y.
NORTON, LEE
Go'd Seal Tavern, Highways to Victory.
NOVELLI, SYLVESTER
WHAM, Rochester, N. Y.
NUNO, AL
NAZUM, CHARLES
WWVA, Wheeling, W. Va.

— O —

OAK, ALLAN
WOR
O'BRIEN, DON
WSTV, Steubenville, Ohio
O'BRIEN, PAT
WCKY, Cincinnati, Ohio
O'DAY, BILL
WTOL, Toledo, Ohio
O'CONNOR, JACK
WRBL, Columbus, Ga.
ODBORNE, ROY
KRBC, Abilene, Tex.
O'DELL, TERENCE
CBL, Toronto, Ont., Can.
O'DONNELL, H.
CBM, Montreal, Can.
O'DONNELL, HUGH
KCKN, Kansas City, Kans.
O'DONNELL, WM. M.
KDON, Monterey, Calif.
OFFICER, JIM
WREN, Lawrence, Kans.
OGILVIE, BRUCE
CKPR, Ontario, Can.
O'HALLORAN, HAL
WLS, Chicago, Ill.
OHLSSON, ARTHUR
WCLO, Janesville, Wisc.
OLDS, ELANE
KSUB, Cedar City, Utah
OLIPHANT, PAUL
WLAC, Nashville, Tenn.
OLIVER, DOUG.
WLAW, Lawrence, Mass.
OLSON, HARVEY
WDRC, Hartford, Conn.
OLSON, RAY
WOW, Omaha, Nebr.
O'NEILL, JIMMY
KORN, Fremont, Nebr.
O'NEILL, WILLIAM
WHAI, Greenfield, Mass.
ORAM, RICHARD
WMAN, Mansfield, Ohio
ORBACH, HENRY
KARK, Little Rock, Ark.
O'REILLY, ROYAL
KFAR, Fairbanks, Alaska
ORMSBY, BURKE
KTBI, Tacoma, Wash.
ORPWOOD, TOM
WLPM, Suffolk, Va.
ORR, JOHN
WHBQ, Msmphis, Tenn.
ORR, LEE
KUSD, Vermillion, S. D.
ORTIZ, CARLOS RUBEN
WPAB, Ponce, Puerto, Rico
ORTON, G. W., 3rd
WLAY, Muscle Shoals City, Ala.
ORUM, BILL
WIL, St. Louis, Mo.
O'SHIELDS, C.
WMFD, Wilmington, N. C.
OSWALD, ROBERT
WALB, Albany, Ga.
OVINGTON, RAY
KDYL, Salt Lake City, Utah
OSTROM, HELEN
WCSC, Charleston, S. C.
OURSLER, FULTON
WHN, New York
OUTLAND, HENRY
KLZ, Denver, Colo.
OWEN, HARRIS
KLRA, Little Rock, Ark.
OWEN, JAY
WOL, Washington, D. C.
OWENS, LOY
CFRB, Ontario, Can.
OWENS, MOREY
WORK, Rockford, Ill.
OWNBY, JAMES T.
WJHO, Opelika, Ala.

— P —

PACE, ESTON
KTSA, San Antonio, Tex.
PAEVEY, DON
WCOL, Columbus, Ohio
PAGE, BOB
KWTO, Springfield, Mo.
PAGE, TOM
KFXJ, Grand Junction, Colo.
PAGET, JOSEPH
KATE, Albert Lea, Minn.
PALMATIER, BERNIE
KUAN, Vancouver, Wash.
PALMER, BILL
WATL, Atlanta, Ga.
PALMER, HEWES
WJR, Detroit, Mich.
PALMER, KEN
KTTS, Springfield, Mo.
PANNELL, WM.
WHBF, Rock Island, Ill.
PARDINGTON, D. C.
WAIR, Winston-Salem, N. C.
PARE, MARCEL
CBF, Montreal, Can.
PARENT, GERRY
WOLF, Syracuse, N. Y.
PARK, CHARLES
WJR, Detroit, Mich.
PARKER, BILL
KVAK, Atchison, Kans.
PARKER, BYRON
WIS, Columbia, S. C.
PARKER, DON
WLBC, Muncie, Ind.
PARKER, GARRY
WKMO, Kokomo, Ind.
PARKER, JIM
WJIM, Lansing, Mich.
PARKER, JOHN
KUOA, Siloam Springs, Ark.
PARKER, SAM
WKAT, Miami Beach, Fla.
PARKS, CHARLES
WJR, Detroit, Mich.
PARSON, DAVID
WKBB, Dubuque, Iowa
PARSONS, BEN
WJHO, Opelika, Ala.
PARSONS, GEORGE, JR.
WRRN, Warren, Ohio
PARSONS, MARSHALL
WBRC, Birmingham, Ala.
PARSONS, ROBERT
WMBI, Chicago, Ill.
PARTRIDGE, GEORGE
WHAS, Louisville, Ky.
PASS, LOWELL
WSGN, Birmingham, Ala.
PATCH, CAMPBELL
WJAC, Johnstown, Pa.
PATERSON, H.
CFCF, Montreal, Can.
PATRICK, JAMES
KYW, Philadelphia, Pa.
PATRICK, LAWRENCE
WAIR, Winston-Salem, N. C.
PATRICK, ROBERT
WCBS, Springfield, Ill.
PATTEN, BETTY
WGPC, Albany, N. Y.
PATTERSON, HOWARD
WPAY, Portsmouth, Ohio
PATTERSON, LYE
WHLS, Port Huron, Mich.
PAUL, FRED
WGH, Norfolk, Va.
PAUL, NORMAN
WORK, Rockford, Ill.
PAUL, NORMAN
WKMO, Kokomo, Ind.
PAULIN, ED.
WCMI, Ashland, Ky.
PAULIN, PIERRE R.
KDKA, Pittsburgh, Pa.
PAULSON, AL
WLOL, Minneapolis, Minn.
PAULSON, ROBERT
KATE, Albert Lea, Minn.
PAYNE, LARRY
WJR, Detroit, Mich.
PECK, HARRY
KOIL, Omaha, Nebr.

PECK, JOSEPH
KVAK, Atchison, Kans.
PEQUES, DONALD H.
KINY, Juneau, Alaska
PELLE, FRED
WMMN, Fairmont, W. Va.
PENBERTHY, JOE
KRNT, KSO, Des Moines, Ia.
PENFIELD, ADD
WSB, Atlanta, Ga.
PENNELL, BOB
Signal Round Table, CPN.
PENNER, RAY
WLPM, Suffolk, Va.
PENNHALLEGON, E. B.
WSOY, Decatur, Ill.
PENROSE, BERNARD
WBAB, Atlantic City, N. J.
PEPPER, VERNON
WSNJ, Bridgeton, N. J.
PERIN, EARL
WFLA, Tampa, Fla.
PERRAS, MARGARET SMITH
KFPX, Spokane, Wash.
PERRIN, KELES
WOR
PERRIN, LEA
WORD, Spartanburg, S. C.
PERRY, RUSSELL
WTOL, Toledo, Ohio
PETERS, ROBERT
WFAS, White Plains, N. Y.
PETERSEN, PETE
WNAX, Yankton, S. D.
PETERSON, DREXEL
KVFD, Fort Dodge, Iowa
PETERSON, EUGENE
WORK, Rockford, Ill.
PETERSON, JACK
WIS, Columbia, S. C.
PETERSON, KENNETH
KOBH, Rapid City, S. C.
PETERSON, LaVERNE
WSAU, Wausaw, Wisc.
PETERSON, WALTER
KGGM, Albuquerque, N. M.
PETHICK, GEORGE
WATR, Waterbury, Conn.
PETRE, ROBERT
KLZ, Denver, Colo.
PETRIE, HOWARD
Jimmy Durante-Garry Moore, CBS.
PETTY, NORMAN
KICA, Clovis, N. M.
PEVORA, JACK
WJLS, Beckley, W. Va.
PEYSER, JOHN
WNEW, New York City
PFAHLER, FRED
WROL, Knoxville, Tenn.
PFISTER, ROBERTA
KYCA, Prescott, Ariz.
PHILIP, DANIEL
KFVE, Everett, Wash.
PHILLIPS, BILLY
KIDO, Boise, Idaho

PHILLIPS, DON
WMCA, N. Y. Times News.

PHILLIPS, PAUL
WBRY, Waterbury, Conn.
PHILLIPS, OREL
KDON, Monterey, Calif.
PHILLIPS, ROBERT W.
KIRO, Seattle, Wash.
PHILLIPS, TOM
KGBS, Harlingen, Tex.
PHINNEY, JEAN
CHNS, Halifax, N. S.
PIATT, GENE
KROS, Clinton, Iowa
PICKENS, GRANT
KPAB, Laredo, Tex.
PIERCE, CHARLES
WWNY, Watertown, N. Y.
PIERCE, DONALD
WPAR, Parkersburg, W. Va.
PIERCE, HAROLD
WIGM, Medford, Wisc.
PIERCE, JOE
WJHP, Jacksonville, Fla.
PIERCE, JOE
WTMC, Ocala, Fla.
PIERCE, LEWIS
KFOR, Lincoln, Nebr.
PIERSON, JOE
WFBM, Indianapolis, Ind.
PLAMBECK, HERB
WHO, Des Moines, Iowa
PIEZ, AL.
KWNO, Winona, Minn.
POHL, JANE
WFNC, Fayetteville, N. C.
POINTEL, CHARLES H.
KARK, Little Rock, Ark.
POLLAND, JIM
WEEI, Boston, Mass.
POLLARD, ROBERT
WWDC, Washington, D. C.
POLLOCK, REED
KDON, Monterey, Calif.
POMEROY, CLAY
KORE, Eugene, Ore.
PORCH, RALPH
WJAS, Pittsburgh, Pa.
PORCHER, HASKELL
WAYS, Charlotte, N. C.
PORTER, RUSSELL R.
KTSW, Emporia, Kans.
POSNER, SIDNEY
WOLF, Syracuse, N. Y.
POST, ALLEN
WIND, Gary, Ind.
POSTLETHWAITE, DEAN
KFKU, Lawrence, Kans.
POTTER, NATALIE
WAVE, Louisville, Ky.
POTTER, WM.
WFOR, Hattiesburg, Miss.
POUCHER, WAYNE
WSLS, Roanoke, Va.
POWELL, ALAINE
WQAM, Miami, Fla.
POWELL, JIMMY
KTAR, Phoenix, Ariz.
POWELL, KEN
WOR
POWERS, TOM
WNAC, Boston, Mass.
POWERS, RALPH
WFBR, Baltimore, Md.
PREDBY, GEO.
KPO, San Francisco, Calif.
PREMONT, ROBERT CHARLES
KABC, San Antonio 5, Tex.
PREMONT, ROBERT
KVIC, Victoria, Tex.
PREST, G. M.
CKBI, Prince Edward Island, Sask., Can.
PREUSCH, ROLAND D.
KDAL, Salina, Kans.
PRICE, GORDON
WMAZ, Macon, Ga.
PRICE, PAUL J.
WAOV, Vincennes, Ind.
PRICE, WALT
KFAR, Fairbanks, Alaska
PRIDDY, A.
KOL, Seattle, Wash.
PRYOR, AINSLIE
WELI, New Haven, Conn.
PRYOR, DON
WTOP, Washington, D. C.
PULWERS, JACK
KRMD, Shreveport, La.
PURCELL, RICHARD
WAAB, Worcester, Mass.
PUSTAY, NICHOLAS
WMBI, Chicago, Ill.
PUTNAM, CLAUDE
WOLS, Florence, S. C.
PUTNAM, GEORGE
NBC
PYATT, AL.
KIUL, Garden City, Kans.
PYLE, HOWARD
KTAR, Phoenix, Ariz.

— Q —

QUAMMENN, BERNICE
KWAT, Watertown, S. D.
QUICK, BEN
WTOC, Savannah, Ga.
QUILLAN, JEAN
KGFF, Shawnee, Okla.
QUINCE, LOUIS V.
WRR, Dallas, Tex.

— R —

RABAN, HERBERT
WITH, Baltimore, Md.
RAMSAY, D.
CJIC, Saulte Ste. Marie, Ont.
RAMSEY, DUANE
KRBC, Abilene, Tex.
RAND, DICK
KEX-KGW, Portland, Ore.
RAND, ED
KALB, Alexandria, La.
RANDOM, DONN
KROW, Oakland, Calif.
RAPEIFF, KEN
WICC, Bridgeport, Conn.
RAPP, GENE
WMBH, Joplin, Mo.
RAST, MALCOLM
WCOS, Columbia, S. C.
RAWSON, BOB
WIL, St. Louis, Mo.
RAYMOND, ARTHUR
WPAT, Paterson, N. J.
RAYMOND, JACK
WISN, Milwaukee, Wisc.
RAYNER, E. W.
CKUA, Edmonton, Can.
READ, HOWARD EUGENE
WBBM, Chicago, Ill.
READY, MURIEL
CFOS, Owen Sound, Ont.
RECTOR, BOB
KTTS, Springfield, Mo.
REDDY, TOM
Fitch's Bandwagon.
REEB, LYLE
WINN, Louisville, Ky.
REED, CARL
WHEB, Portsmouth, N. H.
REED, GEORGE
KFMB, San Diego, Calif.
REED, NORMAN
WWDC, Washington, D. C.
REED, VERNON E.
KFH, Wichita, Kans.
REES, BOB
KMJ, Fresno, Calif.
REED, EDWARD R.
WMAN, Marinette, Wisc.
REEVE, RAY
WRAL, Raleigh, N. C.
REGAN, DENNIS
WSOY, Decatur, Ill.
REID, DUKE
KGKY, Scotts Bluff, Nebr.
REILLY, ARTHUR
WLW, Cincinnati, Ohio

REPAID, BILLY
WOL, Washington, D. C.
RETZLAFF, ART
WIGM, Medford, Wisc.
REUSCH, AL
CJCA, Alberta, Can.
REYNOLDS, CARROLL
WIBC, Indianapolis, Ind.
REYNOLDS, CONGER
WMAM, Marinette, Wisc.
REYNOLDS, MARY JO
WROK, Rockford, Ill.
RHOADS, HOWARD
KUJ, Walla Walla, Wash.
RHODES, DAVID
WFTL, Ft. Lauderdale, Fla.
RICAU, LIONEL
WSM, Nashville, Tenn.
RICCA, ANTHONY
KVEC, San Luis Obispo, Calif.
RICE, CONRAD
WEMP, Milwaukee, Wisc.
RICH, DOROTHY
WESX, Marblehead, Mass.
RICHARD, WARREN
KGNC, Amarillo, Tex.
RICHARDS, BILL
KMBC, Kansas City, Mo.
RICHARDS, FLOYD
WTIC, Hartford, Conn.
RICHARDS, JIM
WMBR, Jacksonville, Fla.
RICHARDS, KEN
WKPA, New Kensington, Pa.
RICHARDSON, BOB
KGKY, Scotts Bluff, Nebr.
RICHARDSON, CHARLES
KGER, Long Beach, Calif.
RICHARDSON, EARL
WASK, Lafayette, Ind.
RICHARDSON, L. H.
WISH, Indianapolis, Ind.
RICHARDSON, ROBERT
WSAM, Saginaw, Mich.
RICHARDSON, WING
WFOY, St. Augustine, Fla.
RICHBOURG, JOHN D.
WLAC, Nashville, Tenn.
RICHINS, KAY
KDYL, Salt Lake City, Utah
RICHMAN, ED
KGW, KEX, Portland, Ore.
RICKETTS, R. J.
CJFX, Nova Scotia, Can.
RIDDELL, CORWIN
WOAI, San Antonio, Tex.
RIDDELL, FRED
WDSM, Superior, Wisc.
RIGGS, CHARLES
KVNU, Logan, Utah
RIGGS, GLENN
Blue
RIGSBEE, LOUIS
WJLS, Beckley, W. Va.
RILEY, EARL
KXA, Seattle, Wash.
RILEY, SUE
WSBT, South Bend, Ind.
RING, BILL
KWTO, Springfield, Mo.
RIPLEY, JOE
WOR
RIPPE, WILLIAM
WRC, Washington, D. C.
RISS, DANIEL
WTAM, Cleveland, Ohio
RISSLING, ROBERT
WTAG, Worcester, Mass.
RITCHIE, BUCK
KVI, Tacoma, Wash.
RIVERA, MANUEL GUMA
WKAQ, San Juan, Puerto, Rico
ROBATOR, HARRY
WMAS, Springfield, Mass.
ROBBINS, CLAUDE C.
KVNU, Logan, Utah
ROBERTS, CHARLES C.
KLZ, Denver, Colo.
ROBERTS, CHAS. S.
WLAC, Nashville, Tenn.
ROBERTS, DON
KTMS, Santa Barbara, Calif.
ROBERTS, "JACK" THAYER
WIBW, Topeka, Kans.
ROBERTS, JERRY
WAAT, Jersey City, N. J.
ROBERTS, MARY MARGARET
KWLC, Decorah, Iowa
ROBERTS, PAUL
WOWO, Ft. Wayne, Ind.
ROBERTS, PAUL K.
WGL, Fort Wayne, Ind.
ROBERTS, PETER
KYW, Philadelphia, Pa.
ROBERTS, ROGER
KLS, Oakland, Calif.
ROBERTS, WALTER
WNBF, Binghamton, N. Y.
ROBERTSON, BRUCE
WHB, Kansas City, Mo.
ROBERTSON, DAMIAN
WJAC, Johnstown, Pa.
ROBERTSON, STEVE
KOA, Denver, Colo.
ROBERTSON, T. C.
CJFX, Nova Scotia, Can.
ROBERTSON, TRAFTON
WOL, Washington, D. C.
ROBINSON, DOUGLAS
WCAT, Rapid City, S. D.
ROBINSON, FELIX, JR.
WSFA, Montgomery, Ala.
ROBINSON, WELDON
KNOW, Austin, Tex.
ROBY, VICTOR
KOA, Denver, Colo.
ROCHE, WILLIAM
WFBR, Baltimore, Md.
ROCHESTER, M. M.
KTBC, Austin, Tex.
ROCKE, LOUIS J.
WGAN, Portland, Me.
ROCKHOLD, JOE
WLS, Chicago, Ill.
ROE, CHARLES W.
WNOX, Knoxville, Tenn.
ROE, VINCENT
WOWO, Ft. Wayne, Ind.
ROEN, LOUIS B.
WMAQ, Chicago, Ill.
ROGER, NORMA
WMFD, Wilmington, N. C.
ROGER, PATRICK
WCBS, Springfield, Ill.
ROGERS, ED.
WFIL, Philadelphia, Pa.
ROGERS, NORMAN
KHJ, Los Angeles, Calif.
ROGERS, RALPH
WAPI, Birmingham, Ala.
ROGERS, RALPH
NBS, What's New?
ROGERS, STANLEY
WCAO, Baltimore, Md.
ROHWER, JOHN
KROS, Clinton, Iowa
ROMINE, DOUG.
KTSA, San Antonio, Tex.
RONAN, HONORE
WDAN, Danville, Ill.
ROPER, PRES
WCED, DuBois, Pa.
ROSE, HELEN
KFXJ, Grand Junction, Colo.
ROSS, JACK
WHAM, Rochester, N. Y.
ROSE, JOHN
WROL, Knoxville, Tenn.
ROSE, JOHN L.
WRRN, Warren, Ohio
ROSS, BYRNE
KSWO, Lawton, Okla.
ROSS, FRANK
WMRC, Greenville, S. C.
ROSS, HOKE
KSWO, Lawton, Okla.
ROSS, TONY
WTOP, Washington, D. C.
ROSS, WINIFRED
KSWO, Lawton, Okla.
ROSSELL, ERNST
WTRY, Troy, N. Y.
ROSS, HAROLD
KHJ, Los Angeles, Calif.
ROTHRUM, BILL
WSYR, Syracuse, N. Y.
ROULSTONE, MERL
KICD, Spencer, Iowa
ROUSH, OTTIS
WJTS, Jackson, Tenn.
ROUSH, SIGEL
WISH, Indianapolis, Ind.
ROUSSEAU, ALINE
CKBI, Prince Edward Island, Sask., Can.
ROUTH, GEORGE D.
KIRO, Seattle, Wash.
ROWE, FLO BEACH
WSLB, Watertown, N. Y.
ROWE, RALPH J.
WMT, Cedar Rapids; KRNT, KSO, Des Moines, Iowa
ROWELL, TOMMY
WFBC, Greenville, S. C.
ROWLEY, BOB
WSYR, Syracuse, N. Y.
ROWLINGS, FRED
WFMJ, Youngstown, Ohio
ROY, MICHAEL
Blue
ROYSTER, N. L.
WRRF, Washington, D. C.
RODRIGUEZ, RUBEN
WKAQ, San Juan, Puerto Rico
RUCKER, ROBERT
WATL, Atlanta, Ga.
RUGEN, TONY
WPAT, Paterson, N. J.
RUHLE, PAUL
WMBL, Peoria, Ill.
RUMORE, JOE
WAPI, Birmingham, Ala.
RUNNER, JOHN
WASK, Lafayette, Ind.
RUNNION, BOB
WOWO, Ft. Wayne, Ind.
RUNYON, ROBERT
WGL, Fort Wayne, Ind.
RUSK, CLAY
WHO, Des Moines, Iowa
RUSSELL, DON
WLBC, Muncie, Ind.
RUSSELL, EARL
KFBK, Sacramento, Calif.
RUSSELL, ROY L.
WOPI, Bristol, Va.
RUSSELL, RUSS
WSYR, Syracuse, N. Y.
RUST, TED
CJBC, CBY, Toronto, Ont.
RUTLEDGE, BILL
KAND, Corsicana, Tex.
RUTLEDGE, ED.
WIL, St. Louis, Mo.
RUWE, G. C.
KICD, Spencer, Iowa
RYAN, JACK
WNLC, New London, Conn.
RYAN, JOHNNY
KVOO, Tulsa, Okla.
RYEL, FLOYD
WCAO, Baltimore, Md.

— S —

SAGUE, SAM R.
WCAE, Pittsburgh, Pa.
SALERNO, F. H.
WNAB, Bridgeport, Conn.
SALTER, RUSS
WIND, Gary, Ind.
SAMPLE, GENE
WGST, Atlanta, Ga.
SAMUEL, PAUL
WKL, Fort Wayne, Ind.
SANBOR, KATHERINE
WKWK, Wheeling, W. Va.
SANDEFER, GEORGE
WRC, Washington, D. C.
SANDERS, BOB
WSTV, Steubenville, Ohio
SANDY, PHILIP
CHEX, Ontario, Can.
SANTEE, PAUL
KYSM, Mankato, Minn.
SARGENT, LEW
WEEI, Boston, Mass.
SAUNDERS, ERNIE
WGKV, Charleston, W. Va.
SATER, HARTLEY
KGW, KEX, Portland, Ore.
SAUNDERS, HOWARD
WMFR, High Point, N. C.
SAUNDERS, WARREN
WSRR, Stamford, Conn.
SAVINSKI, WALTER
WJMS, Ironwood, Mich.
SAWYER, TOM
WDBO, Orlando, Fla.
SAWYER, TOM
WDBO, Orlando, Fla.
SAWYER, VERNE E.
KMO, Tacoma, Wash.
SAWYER, WILLIAM A.
KEVR, Seattle, Wash.
SAXON, JERRY
WAIT, Chicago, Ill.
SAYLES, FRED
WAAT, Jersey City, N. J.
SCARBROUGH, GANUS C.
WBRC, Birmingham, Ala.
SCARBORO, MILTON
WSPA, Spartanburg, S. C.
SCHAUGHENCY, EDWIN L.
KDKA, Pittsburgh, Pa.
SCHEUER, JOHN
WFIL, Philadelphia, Pa.
SCHILLER, N. J.
KVOL, Lafayette, La.
SCHMITT, DICK
KMYR, Denver, Colo.
SCHENKER, ANDRE
WTIC, Hartford, Conn.
SCHNEIDER, AL.
WSPD, Toledo, Ohio
SCHNIDT, JOHN
WOSU, Columbus, Ohio
SCHOFIELD, MURILLO
WDAF, Kansas City, Mo.
SCHOLEY, ED
KCRJ, Jerome, Ariz.
SCHONS, BILL
WOSH, Oshkosh, Wisc.
SCHOOLEY, IVAN
KOA, Denver, Colo.
SCHROEDER, M. L.
KCKN, Kansas City, Kans.
SCHROTT, BOB
KHSL, Chico, Calif.
SCHUBEL, RICHARD
WKAR, East Lansing, Mich.
SCHULZ, HAROLD G.
WRRN, Warren, Ohio
SCHULZ, MARVIN
WOSH, Oshkosh, Wisc.
SCHULMAN, CYNTHIA
KLBM, LaGrande, Ore.
SCHWEAR, ROLAND
KTSA, San Antonio, Tex.
SCOFIELD, C. H.
WDBO, Orlando, Fla.
SCOTT, BOB
KFEL, Denver, Colo.
SCOTT, BYRON
WTMV, St. Louis, Mo.
SCOTT, GEORGE
WGAC, Atlanta, Ga.
SCOTT, JACK
CKRC, Manitoba, Can.
SCOTT, JOHN
WOR
SCOTT, JOHN
KWKH, Shreveport, La.
SCOGIN, J. L., JR.
KEYS, Corpus Christi, Tex.
SCOTT, LESLIE
KTUL, Tulsa, Okla.
SCOURBY, NICK
WSRR, Stamford, Conn.
SCULLY, BASIL
CKPR, Ontario, Can.
SEABROOK, GIL
CJCA, Alberta, Can.
SEARLES, NEIL
WEMP, Milwaukee, Wisc.
SEARS, FRED
KVNU, Logan, Utah
SEBASTIAN, CHARLES
WHBF, Rock Island, Ill.
SEE, JACK
WPAR, Parkersburg, W. Va.
SELAH, WM.
WHBF, Rock Island, Ill.
SELBER, MURIEL
KRMD, Shreveport, La.
SEWELL, DOUGLAS
KRBC, Abilene, Tex.
SEXTON, MARION
KUAN, Vancouver. Wash.
SEYMOUR, DAN
Duffy's, Blue
SHADWELL, CLAIR
WELI, New Haven, Conn.
SHAFTER, EDDIE
WCAR, Pontiac, Mich.
SHANER, ELMER
KFAB, Lincoln, Nebr.
SHANNON, PAUL V.
KDKA, Pittsburgh, Pa.
SHARPE, VERNON
KVFD, Fort Dodge, Iowa
SHARPE, VIRGIL
KOIL, Omaha, Nebr.
SHARPEE, OLIVE
KWLC, Decorah, Iowa
SHARPLESS, CHARLES
WJOB, Hammond, Ind.
SHARRATTA, TONY
WBRE, Wilkes-Barre, Pa.
SHAW, GEORGE
WSLS, Roanoke, Va.
SHAW, GIL
WMBG, Richmond, Va.
SHAW, HAROLD B.
WSPA, Spartanburg, S. C.
SHEA, BEVERLY
WMBI, Chicago, Ill.
SHEDD, ED
KTMS, Santa Barbara, Calif.
SHEETZ, WILLIAM A.
WSPB, Sarasota, Fla.
SHEPARD, BOB
WOR
SHERRY, BOB
NBC
SHERWOOD, DON
WCPO, Cincinnati, Ohio
SHELDON, JACK
WKRC, Cincinnati, Ohio
SHELDON, WYNE
WWVA, Wheeling, W. Va.
SHELLEY, JACK
WHO, Des Moines, Iowa
SHEPPARD, PAUL
KVOO, Tulsa, Okla.
SHERA, ARTHUR
WOOD-WASH, Grand Rapids, Mich.
SHERMAN, VAL
WBBM, Chicago, Ill.
SHERMAN, WILLIAM B.
WLAW, Lawrence, Mass.
SHERRY, BOB
WSM, Nashville, Tenn.
SHERWOOD, BILL
WOC, Davenport, Iowa
SHERWOOD, DON
WCPO, Cincinnati, Ohio
SHEILD, VIRGINIA
KCRC, Enid, Okla.
SHIMP, BERT
WSAZ, Huntington, W. Va.
SHIPLEY, GENE
WIBW, Topeka, Kans.
SHOAF, PAUL
WMFR, High Point, N. C.
SHOECRAFT, WILLARD
KWJB, Globe, Ariz.
SHORT, JOSEPH A.
WHCU, Ithaca, N. Y.
SHORT, LLOYD
WHLS, Port Huron, Mich.
SHORT, ROBERT E.
WHCU, Ithaca, N. Y.
SHORTRIDGE, CHUCK
KHUB, Watsonville, Calif.
SHUMATE, HAROLD
KRGV, Weslaco, Tex.
SIJAKOVICH, ANDY
KHJ, Los Angeles, Calif.
SILBURT, MARTIN
CJEL, Ontario, Can.
SILER, WENDELL
WDBJ, Roanoke, Va.
SIMMONS, BILL
WIS, Columbia, S. C.
SIMMONS, RAE
CFCY, Amherst, N. S.
SIMMS, RAYMOND C.
WCAX, Burlington, Vt.
SIMPSON, BILL
KGBS, Harlingen, Tex.
SIMPSON, CHUCK
WCSC, Charleston, S. C.
SIMPSON, JIMMY
WMRC, Greenville, S. C.
SINCLAIR, JOHN
KLO, Ogden, Utah
SIPES, LEON
KELD, El Dorado, Ark.
SKELDING, CHARLES
CKRC, Manitoba, Can.
SLAGLE, JOHN
WXYZ, Detroit, Mich.
SLATE, CHARLES
WMVA, Martinsville, Va.
SLATER, BOB
WREN, Lawrence, Kans.
SLATTERY, JACK
Pot Luck Party; Jack Slattery News, KNX; Hellow from Hollywood, CPN.
SLAYTON, JANET
WELI, New Haven, Conn.
SMALLWOOD, EV.
CHAB, Sask., Can.
SMART, BILL
WTOC, Savannah, Ga.
SMILEY, JOS. W.
WMRF, Lewistown, Pa.
SMILEY, S.
CJAT, Trail, B. C.
SMITH, A. R.
CJVI, Victoria, B. C., Can.
SMITH, B. A.
WSON, Henderson, Ky.
SMITH, BECKLEY
WJAS, Pittsburgh, Pa.

SMITH, BURLEIGH
KFBD, Los Angeles, Calif.
SMITH, CAL
WMMN, Fairmont, W. Va.
SMITH, CAL
KROC, Rochester, Minn.
SMITH, DALE
KIT, Yakima, Wash.
SMITH, DICK
CKCK, Regina, Sask.
SMITH, DOUGLAS
KMMJ, Grand Island, Nebr.
SMITH, EDWIN
KGKB, Tyler, Tex.
SMITH, ELLEN JANE
WJPA, Washington, Pa.
SMITH, FRED
WHK, Cleveland, Ohio
SMITH, HUBERT
KFFA, Helena, Ark.
SMITH, JANE
WORD, Spartanburg, S. C.
SMITH, LEE
WSRR, Stamford, Conn.
SMITH, LESLIE
WFDF, Flint, Mich.
SMITH, LOWELL
KHJ, Los Angeles, Calif.
SMITH, MACKIE
WJLS, Beckley, W. Va.
SMITH, PAUL
WNAD, Norman, Okla.
SMITH, PHIL
WKPA, New Kensington, Pa.
SMITH, RICHARD
WOAI, San Antonio, Tex.
SMITH, ROBERT
WHKC, Columbus, Ohio
SMITH, RODNEY
KELD, El Dorado, Ark.
SMITH, SIDNEY
WKY, Oklahoma City, Okla.
SMITH, VERNE
Bob Burns Show.
SMITH, WHEELER
KOL, Seattle, Wash.
SMITH, WILF
CKCK, Regina, Sask.
SMYTH, BLEWETT
KPAC, Port Arthur, Tex.
SNEAD, N. C.
WDBJ, Roanoke, Va.
SNOW, RUSSELL
KPO, San Francisco, Calif.
SNOW, WALTER
KNX, Los Angeles, Calif.
SNYDER, MARTIN
WINN, Louisville, Ky.
SOARAS, GENE
WSPD, Toledo, Ohio
SOET, MILLICENT
WICA, Ashtabula, Ohio
SONDERGAARD, JIGGS
KICD, Spencer, Iowa
SONIS, BERTON
WCHS, Charleston, W. Va.
SORENSEN, TOM
KFOR, Lincoln, Nebr.
SOUTH, FRANK
KGER, Long Beach, Calif.
SOWER, TILLIE
KRBC, Abilene, Tex.
SPANN, MEL
KWFC, Hot Springs, Ark.
SPARKS, GORDON
WEXL, Royal, Oak, Mich.
SPARKS, JIM
KAND, Corsicana, Tex.
SPEARS, CHARLIE
WFBC, Greenville, S. C.
SPENCER, NELSON P.
WTBO, Cumberland, Md.
SPENCER, RAY
WGAR, Cleveland, Ohio
SPENGLER, H. C.
WAIM, Anderson, S. C..
SPENGLER, KEN
WCBS, Springfield, Ill.
SPILLER, BILL
KPDN, Pampa, Tex.
SPRACKLIN, NOVA
KWYO, Sheridan, Wyo.
ST. LAWRENCE, BOB
WRAL, Raleigh, N. C.
STAGG, ANNIE LEE
WSB, Atlanta, Ga.
STALLARD, DAL
KCMO, Kansas City, Mo.
STAMBACH, PATRISHA
WHBC, Canton, Ohio
STANBAUGH, HENRY
WXYZ, Detroit, Mich.
STANGER, ROSEMARY
WGL, WOWO, Ft. Wayne, Ind.
STANLEY, JACK
WMIN, St. Paul, Minn.
STANLEY, LARRY
KFH, Wichita, Kans.
STANLEY, REX
KHUB, Watsonville, Calif.
STANTON, BOB
NBC
STANTON, PETE
WJPA, Washington, Pa.
STAPLETON, A. W.
KFPW, Fort Smith, Ark.
STAPLES, LOYD
WNBC, Hartford, Conn.
STARCHER, BUDDY
KMA, Shenandoah, Iowa
STARKOVICH, MARY
KCRJ, Jerome, Ariz.
STARR, RAY
WFPG, Atlantic City, N. J.
STEADMAN, JOHN
KYA, San Francisco, Calif.
STEBBINS, JOHN
WJR, Detroit, Mich.
STEELE, EARL
CBS, New York
STEELE, JIMMY
WCMI, Ashland, Ky.
STEIN, ALEX
WIND, Gary, Ind.
STEIS, BILL
WBEN, Buffalo, N. Y.
STEPHEN, HARRY
CHNS, Halifax, N. S.
STEPHENS, ALBERT
KVOD, Denver, Colo.
STEPHENS, JACK
KSRO, Santa Rosa, Calif.
STEPHENSON, BOB
KRGV, Weslaco, Tex.
STEPLER, HAROLD
WOL, Washington, D.. C.
STERLING, DR. WALLACE
Dr. Wallace Sterling, KNX.
STEVENS, ED
WAAT, Jersey City, N. J.
STEVENS, LAWRENCE
KGMB, Honolulu, Hawaii
STEVENS, WILL
KOL, Seattle, Wash.
STEVENSON, ROBERT
CBS, New York.
STEWART, BILL
WOWO, Ft. Wayne, Ind.
STEWART, CRAIG
WCAU, Philadelphia, Pa.
STEWART, JAY
Meet Joe Public, KNX, Hollywood; Eleanor King Beauty Talks; CBS Open House, CPN.
STEWARD, JOHNNY
KXOX, Sweetwater, Tex.
STEWART, LEE
KMBC, Kansas City, Mo.
STEWART, MILTON
KNET, Palestine, Tex.
ST. GEORGE, DORIAN
Blue
STIER, BERNICE
KUSD, Vermillion, S. D.
STIFF, JAMES H.
KBST, Big Springs, Tex.
STILLE, BERT
WOSU, Columbus, Ohio
STOCKS, RICHARD
WGTC, Greenville, N. C.
STOLAR, PHILIP C.
WCAX, Burlington, Vt.
STONE, GEORGE
WOOD-WASH, Grand Rapids, Mich.
STONE, LEILA
WJDX, Jackson, Miss.
STONE, LELAND
KFFA, Helena, Ark.
STONER, PETE
WTIC, Hartford, Conn.
STOUT, ALLEN
WROL, Knoxville, Tenn.
STOUT, GEORGE
KGA, Spokane, Wash.
STRADER, JACK
WCPO, Cincinnati, Ohio
STRANGE, CY
CFRB, Ontario, Can.
STRANGE, GEORGE
KGER, Long Beach, Calif.
STRATTON, ALAN
WAAT, Jersey City, N. J.
STUART, STREETER
WBZ-WBZA, Boston, Mass.
STRICKLAND, WILLIAM
CHNS, Halifax, N. S.
STROPE, ARNIE
WFHR, Wisconsin Rapids, Wisc.
STUDNEY, ED.
WOL, Washington, D. C.
STUMP, GEORGE
KCKN, Kansas City, Kans.
SUCCO, EARL
WCLS, Joliet, Ill.
SULLIVAN, CLAUDE
WAVE, Louisville, Ky.
SUMMERS, JOE
KVOD, Denver, Colo.
SUNKEL, BUD
WHIZ, Zanesville, Ohio
SUTHERLAND, SAM
WISN, Milwaukee, Wis.
SUTHERLAND, W. C.
KDKA, Pittsburgh, Pa.
SUTTON, LARRY
KUTA, Salt Lake City, Utah
SVENLA, WALTER
WQAM, Miami, Fla.
SWAFFORD, MARTHA
KRIC, Beaumont, Tex.
SWARTZ, V. V.
WTRC, Elkhart, Ind.
SWEENEY, BOB
KYA, San Francisco, Calif.
SWEENEY, FRANK
WOC, Davenport, Iowa
SWEENEY, J. B.
WHKC, Columbus, Ohio
SWEENEY, WARREN
Curtiss Candy News; Pet Milk Saturday Night Serenade; Continental Radio-World News Today—CBS, New York.
SWEET, BEN
WMAS, Springfield, Mass.
SWEET, EDGAR ALLAN
WFPG, Atlantic City, N. J.
SWIDENSKY, JEAN
KOMA, Oklahoma City, Okla.
SWIFT, ROD
WGY, Schenectady, N. Y.
SWINK, CHARLES
WGAR, Cleveland, Ohio
SWITZER, JO ANN
KBST, Big Spring, Tex.

SWOBODA, ROBERT
WRJN, Racine, Wisc.

SYLVAIN, MARCEL
CBF, Montreal Can.

SZTYBEL, T.
WHOM, Jersey City, N. J.

SZYMEZAK, TONY
WRJN, Racine, Wisc.

— T —

TABER, BILL
WIBC, Indianapolis, Ind.

TAGGART, BYRON
WIBC, Indianapolis, Ind.

TALBERT, HARRY
WFOY, St. Augustine, Fla.

TALCOTT, ROY
WBNS, Columbus, Ohio

TALL, MARTIN
KLRA, Little Rock, Ark.

TAMBLYN, BOB
WJLD, Bessemer, Ala.

TANKERSLEY, BILL
KWJ, Globe, Ariz.

TAYLOR, ALBERT
WCAU, Philadelphia, Pa.

TAYLOR, CLAUDE E.
WLVA, Lynchburg, Va.

TAYLOR, DON
KOAM, Pittsburgh, Kans.

TAYLOR, LEONARD J.
WHBC, Canton, Ohio

TAYLOR, PAT
WMFR, High Point, N. C.

TAYLOR, PEG
WLBC, Muncie, Ind.

TEAR, SID
WMRC, Greenville, S. C.

TEEL, JOHN
KGO, Can Francisco, Calif.

TENPENNY, RAY
WCCO, Minneapolis, Minn.

TERRY, BOB
WTMV, St. Louis, Mo.

TERRY, H. M.
KTBC, Austin, Tex.

TERWEY, TYS
WNOX, Knoxville, Tenn.

TERWILLIGER, EARL
WKNY, Kingston, N. Y.

TESH, JOHN
WSAY, Rochester, N. Y.

THAIN, JIM
KFVE, Everett, Wash.

THAYER, JACK
WLOL, Minneapolis, Minn.

THERIOT, ALLISON
KVOL, Lafayette, La.

THIBEAULT, JOSEPH
WEAN, Providence, R. I.

THIBODEAUX, MRS. J. T.
KVOL, Lafayette, La.

THOMAS, FRANK
KFBC, Cheyenne, Wyo.

THOMAS, GENE
WOPI, Bristol, Va.

THOMAS, GIL
WWL, New Orleans, La.

THOMAS, LLOYD C.
KGFW, Kearney, Nebr.

THOMPSON, GEORGE
WELI, New Haven, Conn.

THOMPSON, HELEN
WFHR, Wisconsin Rapids, Wisc.

THOMPSON, MARK
WEW, St. Louis, Mo.

THOMPSON, NANCY
WDBJ, Roanoke, Va.

THOMSON, REO
CJCA, Alberta, Can.

THOMPSON, TRYMAN
KFRC, San Francisco, Calif.

THORNTON, JOHN
WTHT, Hartford, Conn.

THRASHER, LES
WJPF, Herrin, Ill.

THURSTON, FRANK
WMBH, Joplin, Mo.

TICE, OLIN
U. S. Rubber Co.-New York Philharmonic, CBS, New York.

TIGHE, AL
WJMC, Rice Lake, Wisc.

TILDEN, LAMONT
CBM, Montreal, Can.

TILLMAN, JOHN
Joan Brooks, Jeri Sullavan, CBS, New York.

TILSON, MARIAN
WESX, Marblehead, Mass.

TINGLEY, IRVING
KWNO, Winona, Minn.

TITUS, JAMES M.
KAST, Astoria, Ore.

TOBIN, IRWIN M.
WPRO, Providence, R. I.

TOBOLA, JOHN J.
WAYX, Waycross, Ga.

TODD, GEORGE
WHK, Cleveland, Ohio

TODD, HOMER
WCBM, Baltimore, Md.

TODD, JIMMY
KVOO, Tulsa, Okla.

TOMLINSON, HAZEL
KCKN, Kansas City, Kans.

TORRENCE, ED.
KNOW, Austin, Tex.

TOWNE, EPH
KFXJ, Grand Junction, Colo.

TOWNSEND, EDWARD
CJCJ, Calgary, Alta.

TOWTHER, JOHN
WKRC, Cincinnati, Ohio

TOZIER, HAL
WJR, Detroit, Mich.

TRACY, NEIL
CKPR, Ontario, Can.

TRANTER, CHARLES
WJTN, Jamestown, N. Y.

TRAVIS, EDWARD
WGH, Norfolk, Va.

TRELL, GORDON
KIRO, Seattle, Wash.

TREMAYNE, LES
Bob Crosby & Co., Co-host, NBC.

TREXLER, LAWRENCE
WMPS, Memphis, Tenn.

TRIBLEY, HANK
WGTC, Greenville, N. C.

TRIEST, BILL
KROX, Sacramento, Calif.

TRIESTER, LYMAN
KTKC, Visalia, Calif.

TRILHUS, HELEN
KWLC, Decorah, Iowa

TROTTER, HILDA
WSLB, Watertown, N. Y.

TRUE, PHIL
KXRO, Aberdeen, Wash.

TRUERE, BOB
WPDQ, Jacksonville, Fla.

TRUVERSON, JAMES
WHIO, Dayton, Ohio

TUCHOLKA, EDWARD L.
WEBR, Buffalo, N. Y.

TUEVSKY, NICK
KVEC, San Luis, Obispo, Calif.

TUFELD, DICK
KWKW, Pasadena, Calif.

TURNER, DEAN
KFJZ, Fort Worth, Tex.

TURNER, HOWARD
WBT, Charlotte, N. C.

TURNER, J. G.
WBIR, Knoxville, Tenn.

TURNER, ROBERT
WHAM, Rochester, N. Y.

TURNER, RUTH
WQAM, Miami, Fla.

TURNER, WALTER
WWVA, Wheeling, W. Va.

TUSIN, JACK
WCLS, Joliet, Ill.

TUTTLE, DON
WHYN, Holyoke, Mass.

TWISS, HERBERT
KIRO, Seattle, Wash.

TWYFORD, WARNER
WGH, Norfolk, Va.

TYLER, WAYNE
WLVA, Lynchburg, Va.

TYLER, WILLIAM
KGHF, Pueblo, Colo.

TYNER, BARBARA J.
WFIN, Findlay, Ohio

— U —

UTLEY, CLIFTON
WBBM, Chicago, Ill.

— V —

VAILE, DAVE
In Time to Come; I Was There; Saturday Ten O'Clock Wire—CPN, Hollywood; Park Concert, Merolies America Loves; Dr. Wallace Sterling, KNX.

VALENTINE, RANCE
WTAM, Cleveland, Ohio

VAN ALSYNE, A.
WKBZ, Muskegon, Mich.

VAN DEVENTER, FRED
WJR, Detroit, Mich.

VAN DYKE, RUSS
WNAX, Yankton, S. D.

VAN HOOSER, RAYMOND
WEXL, Royal Oak, Mich.

VAN IDERSTINE, AL.
CHAB, Sask., Can.

VAN KEEL, GLEN
WIBC, Indianapolis, Ind.

VAN OSCH, JOHN
KPAC, Port Arthur, Tex.

VASSEY, DICK
WGAC, Augusta, Ga.

VESEL, ROBERT
WWVA, Wheeling, W. Va.

VELAZQUEZ, OSVALDO TORRES
WKAQ, San Juan, Puerto Rico

VERBA, GILBERT
KOA, Denver, Colo.

VERNON, WILLIAMS
KWTO, Springfield, Mo.

VEST, DON
KOVD, Denver, Colo.

VICKERS, LEE
WTOP, Washington, D. C.

VICTOR, LEE
WTOP, Washington, D. C.

VICTOR, MILDRED
KTBI, Tacoma, Wash.

VIGMAN, SAMUEL
WHOM, Jersey City, N. J.

VILLANI, JOHN
WBRW, Welch, W. Va.

VINSON, JIM
WBML, Macon, Ga.

VOGEL, BOB
WJAG, Norfolk, Nebr.

VOLLERS, KAY
WBRY, Waterbury, Conn.

VON LINDER, L.
WMT, Cedar Rapids; KRNT, KSO, Des Moines, Iowa

VONNE, NOEL
WHUB, Watsonville, Calif.

VON ZELL, HARRY

Time to Smile, NBC; Duffy's Tavern, Blue, Dinah Shore Program, CBS.

— W —

WAFFORD, JOE
KFQD, Anchorage, Alaska

WAGNER, ELEANOR
KRMD, Shreveport, La.

WAHLBERG, JOEL F.
WGH, Norfolk, Va.

WALDECKER, FRANK
WBZ-WBZA, Boston, Mass.

WALDEN, HENRY
WNEW, New York City.

WALDROP, JIM

NBC

WALKER, FRANKIE COLLYER
WFOY, St. Augustine, Fla.

WALKER, PELLON
KTFM, Temple, Tex.

WALLACE, BILL
KELO, Sioux Falls, S. D.

WALLACE, BOB
WSNY, Schenectady, N. Y.

WALLACE, CURT
KTMV, St. Louis, Mo.

WALLACE, GUY
WBBM, Chicago, Ill.

WALLACE, RAY
WKST, New Castle, Pa.

WALRATH, WALTER W.
WICA, Ashtabula, Ohio

WALROD, TRUMAN
KHAS, Hastings, Nebr.

WALTER, BILL
KGKY, Scotts Bluff, Nebr.

WALTER, ROBERT G.
WWNY, Watertown, N. Y.

WALTERS, CHARLES
WBT, Charlotte, N. C.

WALTERS, JACK
WSGA, Montgomery, Ala.

WALTERS, JOE
Eleanor King Beauty Talks, CPN; Joe Burton, Opportunity PDQ, KNX.

WALTON, GILBERTA
KVOA, Siloam Springs, Ark.

WALTON, HUGH
WCAU, Philadelphia, Pa.

WANN, PAUL
WDOD, Chattanooga, Tenn.

WARD, BILL
WJMA, Covington, Va.

WARD, PERRY
Hollywood Showcase, CPN; Scramby Amby, NBC.

WARD, TOM (GUY)
Free Lance, N.Y.C.

WARLAND, GEORGE
KMMJ, Grand Island, Nebr.

WARNER, NEWELL
WCBM, Baltimore, Md.

WARNES, BOB
KWAT, Watertown, S. D.

WARREN, BAILY
KGS, San Diego, Calif.

WARREN, C. J.
KFFA, Helena, Ark.

WARREN, JOE
KROD, El Paso, Tex.

WARREN, O. W.
KARK, Little Rock, Ark.

WARRINGTON, FRANK
WJR, Detroit, Mich.

WATKINS, JOHN
WCKY, Cincinnati, Ohio

WATSON, GEORGE
WBBM, Chicago, Ill.

WATTERS, BILL
KADA, Ada, Okla.

WATTERS, JOE
KNX, Hollywood

WATTS, DUANE L.
KHAS, Hastings, Nebr.

WAYNE, BOB
WDGY, Minneapolis, Minn.

WAYNE, CARTER
WHK, Cleveland, Ohio

WAYNE, STUART
KYW, Philadelphia, Pa.

WEAKLEY, SCOTT
KROW, Oakland, Calif.

WEATHERWAX, JACK
CJKL, Ontario, Can.

WEAVER, BEN
KPO, San Francisco, Calif.

WEAVER, FRANK
KSRO, Santa Rosa, Calif.

WEAVER, JACKSON
WMAL, Washington, D. C.

WEBB, GENE
WSNY, Schenectady, N. Y.

WEBB, HUGH
WJHO, Opelika, Ala.

WEBBER, FRED
WFIL, Philadelphia, Pa.

WEBBER, GRANT
CFRN, Edmonton, Alta.

WEBER, FRED
WSOY, Decatufr, Ill.

WEBSTER, CURT
WNOX, Knoxville, Tenn.

WEEKS, JOSEPH
CBS, New York

WEEKS, FRANCIS
WILL, Urbane, Ill.

WEEKS, WARREN
KEX, KGW, Portland, Ore.

WEIGLE, FRANN
WLAV, Grand Rapids, Mich.

WELCH, CPL. WALTER
WVCX, Sitka, Alaska

WELDON, PAUL E.
KWRC, Fendleton, Ore.

WEIR, BOB
CKCK, Regina, Sask.

WELLING, FRANK
WCHS, Charleston, W. Va.

WELLS, EARL
KFPW, Fort Smith, Ark.

WELTMIER, FRANK
KTMS, Santa Barabara, Calif

WENZINGER, MAURICE
KGFW, Yearney, Nebr.

WEST, BOB
WMAL, Washington, D. C.

WESNER, LeROY
WRJN, Racine, Wisc.

WESTBY, SELMER
KGB, San Diego, Calif.

WESTERKAMP, DICK
WTIC, Hartford, Conn.

WESTOVER, JAMES
WGL, Fort Wayne, Ind.

WHEAT, RAY
WJOB, Hammond, Ind.

WHEATLEY, DAVID
WJAC, Johnstown, Pa.

WHEDBEE, CHARLES
WGTC, Greenville, N. C.

WHEELER, TONY
WFIL, Philadelphia, Pa.

WHITAKER, M. E.
CFLC, Brackville, Ont., Can.

WHITE, ELIZABETH
WGTM, Wilson, N. C.

WHITE, KATHRYN
WNOX, Knoxville, Tenn.

WHITE, LARRY
WOLF, Syracuse, N. Y.

WHITE, MORGAN
KSUB, Cedar City, Utah

WHITE, PAT
KTBS, Shreveport, La.

WHITE, VERNON
KSFO, San Francisco, Calif.

WHITE, WORTH W.
WPTF, Raleigh, N. C.

WHITELEATHER, MELVIN
KYW, Philadelphia, Pa.

WHITESIDES, F. C., JR.
KTFM, Temple, Tex.

WHITEFIELD, ROWENA
WGAA, Cedartown, Ga.

WHITLEY, JAMES
WGBR, Goldsboro, N. C.

WHITLEY, WHIT
WRR, Dallas, Tex.

WHITLOCK, FRANCES
WMBI, Chicago, Ill.

WHITMAN, GAYNE
General Westinghouse.

WHITNEY, DENMAN
KQW, San Jose, Calif.

WHITNEY, EDMUND
KQW, San Jose, Calif.

WICHMANN, WM. P.
WLBL, Stevens Point, Wisc.

WICKS, JOHN W.
WATW, Ashland, Wisc.

WIDDER, DAVID
KCKN, Kansas City, Kans.

WIDMARK, HERB
WDSM, Superior, Wisc.

WIDOE, RUSS
WIND, Gary, Ind.

WIEDNER, JEANNE
WKBB, Dubuque, Iowa

WIETHUCHTER, PFC. FRED
WVCX, Sitka, Alaska

WILBANKS, ALLEN
KGKL, San Angelo. Tex.

WILCOX, HARLOW
Fibber McGee & Molly, Amos 'N' Andy, Mayor of the Town, Blondie, Maxwell House.

WILCOX, PAUL
KGMB, Honolulu, Hawaii

WILCURT, ARLEN
WMBI, Chicago, Ill.

WILLARD, DICK
WOR

WILLARD, GEORGE
WOR

WILLIAMS, PVT. EARL
WVCX, Sitka, Alaska

WILLNITE, HOWARD
WSOY, Decatur, Ill.

WILLIAMS, BARBARA ANNE
WAJR, Morgantown, W. Va.

WILLIAMS, BEN.
WTOC, Savannah, Ga.

WILLIAMS, CLIFFORD
KPO, San Francisco, Calif.

WILLIAMS, DICK
WCPO, Cincinnati, Ohio

WILLIAMS, EARL
KOB, Albuquerque. N. M.

WILLIAMS, KEN
WFBR, Baltimore, Md.

WILLIAMS, RUSS
WCOL, Columbus, Ohio

WILLIAMS, VERNE
WESX, Marblehead, Mass.

WILLIAMS, VERNON
KGBX, Springfield, Mo.

WILLIAMS, WELCH
WCED, DuBois, Pa.

WILLIS, GORDON
KQW, San Jose, Calif.

WILLS, ANN
WATW, Ashland, Wisc.

WILLS, HARRY
WATW, Ashland, Wisc.

WILLSE, WM.
WITH, Baltimore, Md.

WILLSON, JIMMIE
WAPI, Birmingham, Ala.

WILMART, ALBERT E.
KTKC, Visalia, Calif.

WILSON, DAVE
KFH, Wichita, Kans.

WILSON, DON
Grape Nuts Flakes Program. NBC.

WILSON, BERT
WJJD, Chicago, Ill.

WILSON, DONALD
WSAU, Wausau, Wisc.

WILSON, F. R.
KEEW, Brownsville, Tex.

WILSON, FRANCES
KTUL, Tulsa, Okla.

WILSON, GEORGE
WSTV, Steubenville, Ohio

WILSON, HERMAN
KUTA, Salt Lake, City, Utah

WILSON, JACK, JR.
KEEW, Brownsville, Tex.

WILSON, KENNETH
WMBS, Uniontown, Pa.

WILSON, PAT
WSAZ, Huntington, W. Va.

WILSON, STUART
WHAM, Rochester, N. Y.

WILSON, W. W.
KEEW, Brownsville, Tex.

WILTON, ROBERT
KVEC, San Luis Obispo, Calif.

WING, EARL
KSAN, San Francisco, Calif.

WINN, WILLIAMS
WJTN, Jamestown, N. Y.

WINTERS, DON
KLX, Oakland, Calif.

WITTON, BLOIS H.
CFOS, Owen Sound, Ont.

WOLD, JOHN ALLEN
Coca Cola "The Pause That Refreshes," Cream of Wheat. "Let's Pretend;" "School of the Air," CBS, New York.

WOLF, ROSEMARY
WWNY, Watertown, N. Y.

WOOD, BOB
WTOP, Washington, D. C.

WOODARD, RAY
WFNC,. Fayetteville, N. C.

WOODWARD, DUTCH
KMMJ, Grand Island, Nebr.

WOOLF, JOHN
KDYL, Salt Lake City, Utah

WOOLFRIES, ANDREW G.
WMT, Cedar Rapids; KRNT, KSO, Des Moines, Iowa.

WOOLEY, HARRISON
KFRC, San Francisco, Calif.

WORKHOVEN, MERRILL
KELO, Sioux Falls, S. D.

WORLEY, DAVID R.
KGLU, Safford, Ariz.

WORTENDYKE, ROBERT
WTRY, Troy, N. Y.

WRAY, HALL
WGAA, Cedartown, Ga.

WRIGHT, BLOYCE
WKY, Oklahoma City, Okla.

WRIGHT, BURTON
WKY, Oklahoma City, Okla.

WRIGHT, HOLLIS
WRC, Washington, D. C.

WRIGHT, ROGERS
KBTM, Jonesboro, Ark.

WRIGHT, STERLING W.
WSPA, Spartanburg, S. C.

WRIGHT, WILL
KDYL, Salt Lake City, Utah

WYATT, BILL
NBC

WYATT, DEWITT
WMMN, Fairmont, W. Va.

WYLY, RUSSELL
WLAC, Nashville, Tenn.

— Y —

YEAROUT, BILL
KWTO, Springfie'd, Mo.

YELLUM, ELLMORE
WKNY, Kingston, N. Y.

YERXA, HAROLD
CJCA, Alberta, Can.

YOUNG, EDWARD P.
KDKA, Pittsburgh, Pa.

YOUNG, JOHN
WREN, LAWRENCE, Kans.

YOUNG, MARIETTA
WSAZ, Huntington, W. Va.

YOUNG, MURRAY
WHK, Cleveland, Ohio

YOUNG, NORMAN
WGNC, Gastonia, N. C.

YOUNG, ROBERT
WAOV, Vincennes, Ind.

YOUNGBLOOD, WESLEY
KFYO, Lubbock, Tex.

YULL, D.
CJIC, Saulte Ste. Marie, Ont.

— Z —

ZABLETOVICH, ELEANOR
WHOM, Jersey City, N. J.

ZANCKER, NORMAN D.
KSAL, Salina, Kans.

ZAPEL, ARTHUR, JR.
WGL, Fort Wayne, Ind.

ZIEGLER, AL
KOBH, Rapid City, S. C.

ZIEMER, GREGOR
WLW, Cincinnati, Ohio

ZIMMON, HAROLD
WPRO, Providence, R. I.

ZYBERG, ED
KROX, Sacramento, Calif.

SPORTS COMMENTATORS

And Their Work During 1943

— A —

ALBURTY, BOB
WHBQ, Memphis, Tenn.
ALDEN, JERRY
WSNJ, Bridgeton, N. J.
ALLEN, DR. F. C. "PHOG"
KFKU, Lawrence, Kans.
ALTMAN, RICHARD
WKAT, Miami Beach, Fla.
AMES, DON
KXEL, Waterloo, Iowa
ARLOW, HERB
CJKL, Ontario, Can.
ARMSTRONG, FRANK
WJPR, Greenville, Miss.
ARMSTRONG, STAN
CJCA, Alberta, Can.
ARNELL, PETER
WPEN, Philadelphia, Pa.
ARTHUR, FRANK
KMJ, Fresno, Calif.

— B —

BABCOCK, BILL
WMMN, Fairmont, W. Va.
BAKER, C. W.
KLPM, Minot, N. D.
BAKER, CY
WOAI, San Antonio, Tex.
BALCH, ALLEN
KGKB, Tyler, Tex.
BALLARD, GEORGE
WGBG, Greensboro, N. C.
BARBER, RED
WHN, New York, N. Y.
BARRY, JIM
WGH, Newport News, Va.
BATEY, DICK
CJVI, Victoria, B. C., Can.
BAUER, GEORGE
WMBD, Peoria, Ill.
BELL, TED
KRSC, Seattle, Wash.
BENNETT, RAY
KBUR, Burlington, Iowa
BENSON, RALPH
KOL, Seattle, Wash.
BERKOWITZ, MILT
WNBC, Hartford, Conn.
BERMAN, SANFORD
WHLB, Virginia, Minn.
BISHOP, BURTON
KTEM, Temple, Tex.
BLAIN, JIM
WPAR, Parkersburg, W. Va.
BLAIN, LEE
WBML, Macon, Ga.
BLUE, IRA
KQW, San Jose, Calif.
KLX, Oakland, Calif.
BOCHMAN, BILL
WCOS, Columbia, S. C.
BOLICH, R. T.
WJMS, Ironwood, Mich.
BOX, VES
KRLD, Dallas, Tex.
BOYD, HARVEY R.
KPLT, Paris, Tex.
BOYDEN, WM.
WKBZ, Muskegon, Mich.
BOYER, JOHN F.
KDKA, Pittsburgh, Pa.
BRADLEY, BILL
WGY, Schenectady, N. Y.
BRADSHAW, F. HERMAN
KGLU, Safford, Ariz.
BRANDY, JOSEPH R.
WSLB, Ogdensburg, N. Y.
BRATTON, RUSSELL
WKMO, Kokomo, Ind.
BREINING, PAUL M.
WMRF, Lewistown, Pa.
BRENGEL, BILL
WWL, New Orleans, La.
BRITT, JOHN
WGBR, Go'dsboro, N. C.
BROWN, J. ALLEN
WFOY, St. Augustine, Fla.
BROWN, BILL
KYA, San Francisco, Calif.
BROWN, MAX
KHAS, Hastings, Nebr.
BROWNE, FRANK
KTHS, Ark.
BURICK, MARVIN
WIOD, Miami, Fla.
BURICK, SI.
WHIO, Dayton, Ohio
BURRIL, SCOTT
WCAT, Rapid City, S. D.
BUXBAUM, PHIL, JR.
WELI, New Haven, Conn.
BYRUM, BUCK
WSIX, Nashville, Tenn.

— C —

CAIN, DOYLE
KFXD, Nampa, Idaho
CALHOUN, BRUCE
KIRO, Seattle, Wash.
CAMPAGNA, TED
WDAY, Fargo, N. D.
CARMICHAEL, LES.
WFOR, Hattiesburg, Miss.
CARNE, BERT
KGFJ, Los Angeles, Calif.
CARNEGIE, TOM
WOWO, Ft. Wayne, Ind.
CARPENTER, JAMES D.
WKBB, Dubuque, Iowa
CARR, TOM
WTIC, Hartford, Conn.
CARROLL, JIM
KWYO, Sheridan, Wyo.
CASE, JOHN G.
WWNY, Watertown, N. Y.
CATON, EARL
WSTP, Salisbury, N. C.
CHAMBERLAIN, CARL
WSAY, Rochester, N. Y.
CHARVAT, JACK
KTUL, Tulsa, Okla.
CHIOZZA, LOU
WHBQ, Memphis, Tenn.
CHURCHILL, NELSON
WNAC, Boston, Mass.
CLANCY, ROY
WMFJ, Daytona Beach, Fla.
CLAWSON, LEW
WWVA, Wheeling, W. Va.
CLUNEY, JOHN
WATR, Waterbury, Conn.
COHEN, LESTER
WMBS, Uniontown, Pa.
CONRAD, STAN
WMFR, High Point, N. C.
COOK, BOB
WGBR, Goldsboro, N. C.
WPAR, Parkersburg, W. Va.
COOK, JAMES
WORD, Spartanburg, S. C.
CORNISH, WORTHEN
WGAN, Portland, Me.
CORRAY, FRED
WILL, Urbana, Ill.
CORSON, BARNEY
KMA, Shenandoah, Iowa
COSTIN, JAMES
WSBT, South Bend, Ind.
COUGHLIN, ROUNDY
WIBA, Madison, Wisc.
COUMONT, FRANK J.
KVAN, Vancouver, Wash.
COWEL, DICK
KPLT, Paris, Tex.
COZAD, FLOYD V.
WLPM, Suffolk, Va.
CRADDOCK, JACK
WKPA, New Kensington, Pa.
CRAGO, DICK
WRUF, Gainesville, Fla.
CRAIN, OSCAR
KFPY, Spokane, Wash.
CRUICKSHANK, GERALD
CKNX, Wingham, Can.
CRUMRINE, G. A.
KVNU, Logan, Utah
CUMMINS, CHARLIE
KEEW, Brownsville, Tex.

— D —

DAILEY, TOM
WKAT, Miami Beach, Fla.
DAILEY, TOM
WOW, Omaha, Nebr.
DAVIES, BOB
KVAK, Atchison, Kans.
DAVER, ROBERT
WFAS, White Plains, N. Y.
DAVIS, CHARLIE
WFBC, Greenville, S. C.
DAVIS, DON
KEVE, Everett, Wash.
DAVIS, EDDIE
WTOC, Savannah, Ga.
DAVIS, JACK
WALL, Middletown, N. Y.
DAVISON, RANDALL
WAIM, Anderson, S. C.
DAWSON, BUD
KBIZ, Ottumwa, Iowa
DENNIS, DINTY
WQAM, Miami, Fla.
DENTLER, WARREN
KEYS, Corpus Christi, Tex.
DESCARREAUX, MAURICE
CHRC, Quebec, Que.
DESMOND, CONNIE
WHN, New York, N. Y.
DILL, GLEN
WTSP, St. Petersburg, Fla.
DILWORTH, ROY
CBL, Toronto, Ont.
CJBC, Toronto, Ont.

DOLAN, JIMMY
CBS
DORWEILER, PHIL
KVFD, Fort Dodge, Ia.
DUNCAN, EDDIE
WSON, Henderson, Ky.
DUNPHY, DON
WINS, New York City
DURBIN, DON
WEW, St. Louis, Mo.
DWYER, DAN
WOLF, Syracuse, N. Y.
DYER, BILL
WITH, Baltimore, Md.

— E —

EBEL, JIM
WILL, Urbana, Ill.
EDWARDS, WEBLER
KGMB, Honolulu, Hawaii
EGENROAD, CHARLES
WSBT, South Bend, Ind.
ELKINS, LISTON
WAXX, Waycross, Ga.
ELLIOTT, DOYCE
KXOX, Sweetwater, Tex.
ELSTAD, STANLEY
KFPY, Spokane, Wash.
ELVIN, RALPH
WLOK, Lima, Ohio
ERIN, BILL
WIZE, Springfield, Ohio
EUBANKS, BLAIR
WTAR, Norfolk, Va.
EVANS, ROBERT
WSPD, Toledo, Ohio

— F —

FARIS, CLINTON
WGTM, Wilson, N. C.
FAULKNER, WM.
WISH, Indianapolis, Ind.
FAY, JOSEPH A.
WPRO, Providence, R. I.
FELDMAN, BOB
WMAS, Springfield, Mass.
FENTON, EDDIE
WCBM, Baltimore, Md.
FERGUSON, WALTER
WSIX, Nashville, Tenn.
FINDLAY, DAVE
WSLS, Roanoke, Va.
FISHER, JERRY
KVIC, Victoria, Tex.
FISHER, RALPH
KVAN, Vancouver, Wash.
FITZGERALD, BILL
WCLS, Joliet, Ill.
FLANAGAN, EUGENE L.
WPTF, Raleigh, N. C.
FLANNAGAN, PAT
WBBM, Chicago, Ill.
FLYNN, ARTHUR
WLAW, Lawrence, Mass.
FOSTER, "BUD"
KFAR, Fairbanks, Alaska
FOSTER, FRANK
WHDL, Olean, N. Y.
FOSTER, HARRY ("Red")
CFRB, Toronto, Ont.
FOSTER, JACK
WCKY, Cincinnati, Ohio
FOX, CARL
KGBX, Springfield, Mo.
KWTO, Springfield, Mo.
FRECH, EDWARD
WMAN, Mansfield, Ohio
FREDERICK, CALVIN
KVOR, Colorado Springs, Colo.
FRENCK, PETE
WHAS, Louisville, Ky.
FRINK, BILL
WTRC, Elkhart, Ind.

— G —

GALLIVAN, D. L.
CJFX, Nova Scotia, Can.
GARCIA, PEDRO JUAN
WPAB, Ponce, Puerto Rico
GARCIA, RAY
KFMB, San Diego, Calif.
GARDNER, CARROLL "PINK"
WSNY, Schenectady, N. Y.
GARNES, CLARENCE
KFBI, Wichita, Kans.
GEEHAN, JERRY
KMO, Tacoma, Wash.
GIBBINS, JAMES
WMAL, Washington, D. C.
GILLIN, WILLIAM P.
KLZ, Denver, Colo.
GILLUNG, BILL
WCED, DuBois, Pa.
GIVEN, KEN
WLBJ, Bowling Green, Ky.
GLICKMAN, MARTY
WHN, New York, N. Y.
GOLIGHTLY, GROVER
WSPA, Spartanburg, S. C.
GOULET, ARMOUND
CHLP, Quebec, Can.
GOWDY, CURT
KFBC, Cheyenne, Wyo.

BILL STERN

Awarded first place in every nation-wide radio poll for the last three years as

Best Sports Announcer

Mon. through Fri.—6:40—N.B.C.—For Penn Tobacco Co.
Fri. at 10:30—N.B.C.—For Colgate Shave Cream
All Sports All Year—N.B.C.
Metro Goldwyn Mayer—Newsreels Each Week
Columbia Pictures—12 Shorts per Year
Short Stories—Liberty Magazine—12 per Year

Exclusively—National Broadcasting Co.—Exclusively

GRAHAM, WALTER
WMAZ, Macon, Ga.
GRANEY, JACK
WHK, Cleveland, Ohio
GRAVENMIRE, HARRY
KFFA, Helena, Ark.
GREENBERGER, JIMMY
KFQD, Anchorage, Alaska
GREGORY, JIMMY
WATL, Atlanta, Ga.
GREGORY, LLOYD
KPRC, Houston, Tex.
GWYNN, Z. V.
WDNC, Durham, N. C.

— H —

HCKETT, JON
KWFC, Hot Springs, Ark.
HADLEY, DOUG
WJPF, Herrin, Ill.
HADLEY, IRVING ("Bump")
WBZ-WBZA, Boston, Mass.
HALLBERG, LEE
CJVI, Victoria, B. C., Can.
HAMILTON, WILLIAM H.
WHIO, Dayton, Ohio
HANLON, TOM
KNX, Los Angeles, Calif.
HARING, CLAUD
WCAU, Philadelphia, Pa.
HARMON, KING
KUTA, Salt Lake City, Utah
HARNEW, IVAN
WHIZ, Zanesville, Ohio
HARPER, EARL
WVW, Akron, Ohio
HARRINGTON, JOHN
WBBM, Chicago, Ill.
HAWLEY, BERNARD
KVAK, Atchison, Kans.
HEALEY, DANIEL
WBRK, Pittsfield, Mass.
HEILMAN, HARRY
WXYZ, Detroit, Mich.
HENDERSON, ART
CHAB, Sask., Can.
HENDRICKSON, CAL
WNAD, Norman, Okla.
HENRY, LEW
WHK, Cleveland, Ohio
HERRIN, W. WELDON
WRBL, Columbus, Ga.
HIGGINS, GEORGE
WTCN, Minneapolis, Minn.
HILL, BILL
KFMB, San Diego, Calif.
HILL, DON
WAVE, Louisville, Ky.
HILLEARY, PERRY E.
KINY, Juneau, Alaska
HILTON, CHARLES
KORE, Eugene, Ore.
HITCHCOCK, JACK
KOA, Denver, Colo.
HOBGOOD, BOB
WMPS, Memphis, Tenn.
HODGE, THEODORE
WTBO, Cumberland, Md.
HODGES, RUSS.
WOL, Washington, D. C.
HOGAN, T. G.
WATW, Ashland, Wisc.
HOGBIN, FINLEY
WDAN, Danville, Ill.
HOLLAND, LEONARD
KFJZ, Fort Worth, Tex.
HOLT, RUSS
WOLS, Florence, S. C.
HOOPER, JACK
WMBG, Richmond, Va.
HOURIGAN, FRANCIS
WDAN, Danville, Ill.
HOYT, WAITE
WKRC, Cincinnati, Ohio
HUMMEL, CHARLES
WCOL, Columbus, Ohio
HUNTER, JAMES
WSVA, Harrisonburg, Va.
HUNTER, RIG.
KHUB, Watsonville, Calif.
HUNTINGTON, CLAY
KTBI, Tacoma, Wash.
HURST, WILSON
KWFC, Hot Springs, Ark.
HUSING, TED
CBS
HUSS, J. W.
WJMS, Ironwood, Mich.
HUSSEY, TOM
WNAC, Boston, Mass.

— I —

INGALLS, WALLY
WSTU, Steubenville, Ohio
INGSTAD, BOB
KOVC, Valley City, N. D.

— J —

JACKSON, BUD
KVOO, Tulsa, Okla.
JASEN, PHILIP
WTAG, Worcester, Mass.
JEFFREY, JOHN CARL
WKMO, Kokomo, Ind.

BERT LEE



Hockey
"Today's Baseball"
Pro Football
"Warm Up Time"
"Sports Extra"
for
Eichler's
Nedick's
Krank's Shave Kreem
on

WHN

Tops in Sports

JENNINGS, AL.
WPDQ, Jacksonville, Fla.
JOHNSEN, CLIF
KLX, Oakland, Calif.
JOHNSON, ROLLIE
WCCO, Minneapolis, Minn.
JOHNSTONE, FRED
CKWS, Kingston, Ont., Can.
JORDAN, CHARLIE
WRR, Dallas, Tex.
JOYNER, FRED
WFMJ, Youngstown, Ohio

— K —

KANE, JACK
WHEB, Portsmouth, N. H.
KELLEY, BOB
WGAR, Cleveland, Ohio
WJR, Detroit, Mich.
KELLOGG, ROBERT
KGFW, Kearney, Nebr.
KELLY, SPEED
KLX, Oakland, Calif.
KENNARD, STEWART
WFBR, Baltimore, Md.
KENDRICK, PHIL
KRBC, Abilene, Tex.
KENLO, JOHNNY
KALB, Alexandria, La.
KENT, GEORGE
WCPO, Cincinnati, Ohio
KIELLEY, SAM
WDSM, Superior, Wisc.
KINNAIRD, HARRY
WBLK, Clarksburg, W. Va.
KIRBY, BILL
WEAU, Eau Claire, Wisc.
KIRBY, LEE
WBT, Charlotte, N. C.
KLEM, RED
KPAC, Port Arthur, Tex.
KLEY, HERBERT A.
WMAM, Marinette, Wisc.
KLIMENT, BOB
WEBR, Buffalo, N. Y.
KLISE, RODERIC
KHQ, Spokane, Wash.
KGA, Spokane, Wash.
KNUTSEN, MILO
KROC, Rochester, Minn.
KOBERNAT, RALPH
KGGM, Albuquerque, N. M.
KOEGLER, JOE
KPAB, Laredo, Tex.
KOESTER, TONY
KFBX, Sacramento, Calif.
KOTHE, DICK
KDAL, Duluth, Minn.
KRITZER, CY
WEBR, Buffalo, N. Y.
KROECK, LOUIS F.
KTMS, Santa Barbara, Calif.

— L —

LAIRD, BEN A.
WOSH, Oshkosh, Wisc.
LAKE, BARRY
WHO, Des Moines, Iowa
LANDIS, DeWITT
KFYO, Lubbock, Tex.
LASSEN, LEO
KRSC, Seattle, Wash.
LAWRENCE, JAMES
KOVO, Provo, Utah
LEAR, ELI (King)
WBRY, Waterbury, Conn.

LEE, BERT
WHN, New York, N. Y.

LEE, FRANK
WMMN, Fairmont, W. Va.
LEE, JOE
KGFF, Shawnee, Okla.
LENTZ, ART
WIBA, Madison, Wisc.
LEO, FRED
WMBD, Peoria, Ill.
LESPERANCE, ZOTIQUE
CKAC, Montreal, Que.
LEWIS, ART
WOWO, Ft. Wayne, Ind.
LIBBY, JOHN C.
WCOU, Lewiston, Me.
LINDSAY, ART
KXRO, Aberdeen, Wash.
LOCHMAN, WALT
KMBC, Kansas City, Mo.
LOWE, JACKSON
WWDC, Washington, D. C.
LOWERY, BILL
KTHS, Hot Springs, Ark.
LUCE, DEAN
WCHV, Charlottesville, Va.
LUND, VICTOR H.
WAOV, Vincennes, Ind.
LUNDQUIST, ELDON
WTRC, Elkhart, Ind.

— M —

McALISTER, R. B.
KICA, Clovis, N. M.
McCARTHY, RICHARD
WTHT, Hartford, Conn.
McDEVITT, JEROME
WBLK, Clarksburg, W. Va.
McDONALD, ARCH
WTOP, Washington, D. C.
McDONALD, JACK
KLX, Oakland, Calif.
McDONALD, L. A.
CFCY, Charlottetown, P.E.I., Can.
McDONALD, SANDY
WDSM, Superior, Wisc.
McGOWAN, GEORGE L.
KINY, Juneau, Alaska
McINTIRE, RUSSELL
WSTP, Salisbury, N. C.
McKEE, BURTT
WAPI, Birmingham, Ala.
McKNIGHT, MES
CFRB, Ontario, Can.
McLEAN, CECIL
CJFX, Nova Scotia, Can.
McLEAN, NORMAN
WRRN, Warren, Ohio
McLINN, "STONEY"
WIP, Philadelphia, Pa.
McNEILLIS, TOM
WKNY, Kingston, N. Y.
McRANEY, BOB
WCBI, Columbus, Miss.
McTIGUE, HARRY
WINN, Louisville, Ky.
MacDONALD, JACK
KCA, San Francisco, Calif.
MACK, BILL
WEDC, Chicago, Ill.
MacLEAN, JOHN
WGKV, Charleston, W. Va.
MANN, JOSEPH
WKWK, Wheeling, W. Va.
MANN, STU
WDGC, Minneapolis, Minn.
MANNING, TOM
WTAM, Cleveland, Ohio
MARGET, MANNY
KVOX, Moorhead, Minn.
MARKEL, ARTHUR
WJAR, Providence, R. I.
MARSHALL, NORMAN
CKPC, Ontario, Can.

MARTIN, DAVE
WRUF, Gainesville, Fla.
MARTIN, JACK
WKBH, LaCrosse, Wisc.
MASON, MAURICE BABE
KVAK, Atchison, Kans.
MATHEWS, TOM
WFLA, Tampa, Florida
MAYHEW, F. E. ("Tiny")
KASA, Elk City, Okla.
MACNARD, BILL
KTTS, Springfield, Mo.
MERKER, CLARENCE
KVEC, San Luis Obispo, Calif.
MEYER, AL
KPOW, Powell, Wyo.
MICHAELS, BILL
KABC, San Antonio, Tex.
MILLER, PAUL J.
WWVA, Wheeling, W. Va.
MILLER, OMER ("Pokie")
WPAY, Portsmouth, Ohio
MILNER, GENE
KHQ, Spokane, Wash.
MITCHELL, FRANK
WAXX, Waycross, Ga.
MOBLEY, ERNEST
WAPO, Chattanooga, Tenn.
MOLEN, SAM
WCHS, Charleston, W. Va.
MOOREHEAD, TOM
WFIL, Philadelphia, Pa.
MORGAN, RAY
WFTL, Ft. Lauderdale, Fla.
MORGAN, WORTH
WGAA, Cedartown, Ga.
MORLEY, BERNARD
WHCU, Ithaca, N. Y.
MORLEY, EDWARD S.
WHCU, Ithaca, N. Y.
MORRIS, TRUMAN
WOMI, Owensboro, Ky.
MORRISON, ARTHUR
CKRC, Manitoba, Can.
MORRISON, G. W.
WPTF, Raleigh, N. C.
MORTON, EARL
CHNS, Halifax, N. S.
MULLINAX, EDWIN
WLAG, LaGrange, Ga.
MURPHY, WILLIAM
KFYR, Bismark, N. Dak.
MURRAY, FRANNY
WIBG, Philadelphia, Pa.
MUZZY, JAMES
WHBC, Canton, Ohio

— N —

NESBITT, DICK
WKRC, Cincinnati, Ohio
NEWKIRK, ALFRED B.
WICA, Ashtabula, Ohio
NOBLE, CARL
WDAN, Danville, Ill.
NOLAN, TOMMY
WFBC, Greenville, S. C.
NOLL, HERMAN
WKOK, Sunbury, Pa.
NORMANDIN, MIKE
CKAC, Montreal, Que.
NOYES, CURT
WESX, Marblehead, Mass.

— O —

OBERTEUFFER, DELBERT
WOSU, Columbus, Ohio
O'BRIEN, JOE
WMCA, New York, N. Y.
OFFICER, JIM
WREN, Lawrence, Kans.
O'HAIRE, GENE
WGY, Schenectady, N. Y.

O'NEILL, MARTY
WMIN, St. Pauls, Minn.
ORUM, BILL
WIL, St. Louis, Mo.
OVINGTON, RAY
KDYL, Salt Lake City, Utah
OWENS, MOREY
WROK, Rockford, Ill.

— P —

PAGET, JOSEPH
KATE, Albert Lea, Minn.
PARKER, JACK
WJIM, Lansing, Mich.
PARKES, HAL
KROW, Oakland, Calif.
PASTERNAK, DAVE
WIL, St. Louis, Mo.
PATRICK, VAN
WBEN, Buffalo, N. Y.
PENGRA, MARSHALL
KRNR, Roseburg, Ore.
PETERSON, JACK
WIS, Columbia, S. C.
PETTEGREW, WIB
WOSU, Columbus, Ohio
PHILLIPS, BILLY
KIDO, Boise, Idaho
PIERCE, HAROLD
WIGN, Medford, Wisc.
PLOWMAN, M. W.
KWAT, Watertown, S. Dak.
PLUMMER, BILL
KWKW, Pasadena, Calif.
PORCHER, HASKELL
WAYS, Charlotte, N. C.
POWERS, PERCY
WSLI, Jackson, Miss.
PRINCE, BOB
WJAS, Pittsburgh, Pa.

— Q —

QUIGLEY, E. C. ("Ernie")
WIBW, Topeka, Kans.

— R —

RAPEIFF, KEN
WICC, Bridgeport, Conn.
RATHBUN, JACK
WCOA, Pensacola, Fla.
REED, CARL
WHEB, Portsmouth, N. H.
REEF, WALLY
KFEL, Denver, Colo.
REEVE, RAY
WRAL, Raleigh, N. C.
REID, DUKE
KGKY, Scottsbluff, Nebr.
REILLY, JACK
KYW, Philadelphia, Pa.
REYNOLDS, BOB
WEIM, Fitchburg, Mass.
RHODES, DUSTY
KPAC, Port Arthur, Tex.
RICHARDSON, BOB
CHEX, Ontario, Can.
RILEY, DON
WCAO, Baltimore, Md.
ROBERTS, I. S.
KGBS, Harlingen, Tex.
ROBERTSON, STEVE
KOA, Denver, Colo.
RODGERS, DAVE
WFBM, Indianapolis, Ind.
ROHWER, JOHN
KROS, Clinton, Ia.
ROSS, HOKE
KSWO, Lawton, Okla.
ROTHRUM, BILL
WSYR, Syracuse, N. Y.
ROUCH, OTTIS
WTJS, Jackson, Tenn.
RYKARD, BRIM
WIS, Columbia, S. C.

— S —

ST. JOHN, AL.
KSRO, Santa Rosa, Calif.
SAWYER, TOM
WDBO, Orlando, Fla.
SCHREIBER, MARK
KMYR, Denver, Colo.
SCHROTT, BOB
KHSL, Chico, Calif.
SCHUSS, AL
KEVR, Seattle, Wash.
SCOTT, CHARLES P.
KTKC, Visalia, Calif.
SEARLES, NEIL K.
WEMP, Milwaukee, Wisc.
SETTELL, CLARY
CBL, Toronto, Ont.
CJBC, Toronto, Ont.
SEXTON, MORGAN
KROS, Clinton, Ia.
SHEFFER, MAX
WHBU, Anderson, Ind.
SHELBOURNE, MANLON
WPAD, Paducah, Ky.

HARRY WISMER

★

Blue Network

Sports Director



SHERMAN, VAL
WBBM, Chicago, Ill.
SHERRY, BOB
WSM, Nashville, Tenn.
SHUDT, ROY
WTRY, Troy, N. Y.
SHUGRUE, E.
WNAB, Bridgeport, Conn.
SILVA, FRANK
WSAY, Rochester, N. Y.
SIMMS, RAYMOND C.
WCAX, Burlington, Vt.
SIMPSON, CHUCK
WCSC, Charleston, S. C.
SMALLWOOD, STONEY
WOPI, Bristol, Tenn.
SMITH, ROBERT
WOOD-WASH, Grand Rapids, Mich.
SMITH, DOUG.
KMMJ, Grand Island, Neb.
SMITH, LEE
WSRR, Stamford, Conn.
SONDERGAARD, JIGGS
KICD, Spencer, Iowa
SORENSON, FRITZ
WFIN, Findlay, Ohio
SPILLER, BILL
KPDN, Pampa, Tex.
SPOKES, AL
WJTN, Jamestown, N. Y.
STAFFORD, DALE
WJR, Detroit, Mich.
STAHL, GEORGE
WKOK, Sunbury, Pa.
STALLARD, DAL
KCMO, Kansas City, Mo.
STANLEY, LARRY
KFH, Wichita, Kans.
STANTON, PETE
WJPA, Washington, Pa.
STAPLETON, W. S.
KFPW, Fort Smith, Ark.
STEELE, BOB
WTIC, Hartford, Conn.
STEFFES, ART
KWNO, Winona, Minn.

STERN, BILL
NBC

STEWART, MILTON
KNET, Palestine, Tex.
STIFF, JAMES H.
KBST, Big Spring, Tex.
STOKES, RICHARD
WGTC, Greenville, N. C.
STUMP, GEORGE
KCKN, Kansas City, Kans.
SULLIVAN, GENE
KFEQ, St. Joseph, Mo.
SUTHERLAND, GEORGE
WFCI, Pawtucket, R. I.
SUTHERLAND, W. C.
KDKA, Pittsburgh, Pa.
SWEENEY, B. J.
WHKC, Columbus, Ohio

— T —

TANKERSLEY, BILL
KWJB, Globe, Ariz.
TATE, H. E.
CHPS, Parry Sound, Ont., Can.
TAUB, SAM
Blue
TEAR, SID
WMRC, Greenville, S. C.
TEAS, CHARLES
KOB, Albuquerque, N. M.
TERRY, BILL
WSGN, Birmingham, Ala.
TERWEYS, TYS
WNOX, Knoxville, Tenn.
THOMAS, FRANK
KFBC, Cheyenne, Wyo.
THOMAS, GIL
WWL, New Orleans, La.
THOMPSON, RALPH W.
WJMC, Rice Lake, Wisc.
THORNBURG, TOM
KCMC, Tecarkaka, Tex.
TRIBLEY, HANK
WGTC, Greenville, N. C.
TIGHE, AL
WJMC, Rice Lake, Wisc.
TOBITT, BILL
KLX, Oakland, Calif.
TREXLER, LAWRENCE
WMPS, Memphis, Tenn.
TRUITT, ROLLIE
KEX-KGW, Portland, Ore.
TUCKER, DUANE
KTSW, Emporia, Kans.
TURNER, ROBERT
WHAM, Rochester, N. Y.
TURNER, ROY
KGMB, Honolulu, Hawaii
TYSON, E. L. "Ty"
WWJ, Detroit, Mich.

— U —

UNDERHILL, ROGER
WISN, Milwaukee, Wisc.
UNFERTH, DON
WFHR, Wisconsin Rapids, Wisc.

— V —

VANCE, HENRY
WAPI, Birmingham, Ala.
VAN ELLIS, NEAL
WAOV, Vincennes, Ind.
VANSANT, JOHN T.
WCBA-WSAN, Allentown, Pa.
VAZQUEZ, PEDRO
CKAC, Montreal, Que.
VILLANI, JOHN
WBRW, Welch, W. Va.
VRATIS, SOOS
KGVO, Missoula, Mont.

— W —

WAHLBERG, JOEL
WGH, Newport News, Va.
WALDEN, PAUL E.
KWRC, Pendleton, Ore.
WALDEN, WARREN
WEAN, Providence, R. I.
WALLACE, RAY
WKST, New Castle, Pa.
WALLIS, RALPH
KVOA, Siloam Springs, Ark.
WALRATH, WALTER W.
WICA, Ashtabula, Ohio
WAMPLER, FRED
WBOW, Terre Haute, Ind.
WANN, PAUL
WDOD, Chattanooga, Tenn.
WARD, ALAN
KLX, Oakland, Calif.
WARD, ART
CFRN, Edmonton, Can.
WARD, BILL
WJMC, Covington, Va.
WARD, TOM (GUY)
Free Lance, N.Y.C.
WARREN, CHARLES
WCMI, Ashland, Ky.
WARRINGTON, FRANK
WJR, Detroit, Mich.
WATTRICK, DON
WXYZ, Detroit, Mich.
WEBBE, TED
WPAT, Paterson, N. J.
WEINGARTH, FRED
WDAF, Kansas City, Mo.
WELLER, ROBERT
WBTA, Batavia, New York
WELLS, JACK
CKRC, Manitoba, Can.
WHEELER, TONY
WFIL, Philadelphia, Pa.
WHITAKER, JOHN
WJOB, Hammond, Ind.
WILLIAMS, DALE
WOI, Ames, Iowa
WILLIAMS, WELCH
WCED, DuBois, Pa.
WILLS, HARRY
WATW, Ashland, Wisc.
WILSON, BERT
WJJD, Chicago, Ill.
WIND, Gary, Ind.
WINSTEAD, G. B.
WTAW, College Station, Tex.

WISMER, HARRY
WXYZ, Detroit, Mich.
WJZ, New York.
WMAL, Washington, D. C.

WITTON, BLOIS
CFOS, Owen Sound, Ont.
WOLF, SOL
WRAK, Williamsport, Pa.
WOODARD, RAY
WFAC, Fayetteville, N. C.
WOOLFRIES, ANDREW G.
WMT, Cedar Rapids, Iowa
KRNT-KSO, Des Moines, Ia.
WORKHOVEN, MERRILL
KSOO, Sioux Falls, S. D.
KEOL, Sioux Falls, S. D.
WRAY, HALL
WGAA, Cedartown, Ga.
WRIGHT, GEORGE
WCBI, Columbus, Miss.
WRIGHT, HOLLIS
WRC, Washington, D. C.
WRIGHT, JOHN
WAIR, Winston-Salem, N. C.

— Y —

YANDT, MAX
KGVO, Missoula, Mont.
YOUNGBLOOD, WES.
KFYO, Lubbock, Tex.

— Z —

ZIEGLER, ALBERT
KOBH, Rapid City, S. D.
ZYBERG, ED.
KROX, Sacramento, Calif.

WRITERS FOR RADIO

Advertising Agency—Network Station—Free Lance

— A —

ADAMS, CLARENCE
AGGER, DONALD
ALCIVAR, LUIS

ALEXANDER, ALTON

ALEXIEVE, HELEN
ALLEN, JAMES
ALLEN, JANE
ALLYN, JEAN

ALSOP, CARLTON

ALTMAN, RALPH
ALTMEYER, JOY
AMES, DON
ANDERS, JERRY
ANDERSON, LEONARD
ANDORN, SIDNEY
ANTEPLIGIL, O. H.
ANTHONY, JULIAN C.
ARMSTRONG, ARLENE
ARNOFF, HAROLD M.
ARTHUR, LYNNE
ARTHUR, ROBERT, JR.
ASCARELLI, BUILIO
ASCARELLI, VICTOR
ASH, BERENICE
ASH, VERA C.
ASPINWALL, HUGH M.
ATHEARN, BOB
ATTEBERRY, DUKE
AVERY, JEANNE E.
AVILA, MANUEL
AVILES, LEONIDAS

— B —

BACKUS, GEORGIA
BAINBRIDGE, JOAN
BAKER, BERNICE
BAKER, JEFF
BAKER, MILDRED
BALLARD, FRANCIS
BALLOU, GEORGE
BALZER, GEORGE
BARNES, FORREST
BARNEY, ELINOR
BARNEY, WILLIAM
BARNOUW, ERIK
BARRETT, LISA
BARRY, MADELINE
BARRY, TOM
BART, JEAN
BARTH, RUTH LUISE
BARTHOLEMEW, GEORGE POMEROY, JR.
BARTLETT, RUTH
BATSON, FRANCES
BAUM, MARCELLE
BEAL, KING
BEEBE, EMILY
BEESON, ELEANOR
BELL, ORTH
BENNETT, BETTIE

BENNETT, JAY

BERGER, SYLVIA
BERMAN, HAROLD
BERNARD, PAUL
BIGELOW, JOE
BILLINGS, HELEN
BIRELINE, EMA LOU

BIXBY, CARL

Arch Oboler

CARL
BIXBY

•

Author
PRUDENTIAL DRAMAS

Author
RADIO'S "MRS. MINIVER"

•

Co-Author
"LIFE CAN BE BEAUTIFUL"

•

Sturges Highway
Southport, Conn.

FRITZ BLOCKI



WRITER
PRODUCER
DIRECTOR



"CHICK CARTER"

"HOME FRONT QUARTERMASTER"
U. S. Treasury Dept.

"BOND WAGON"
and many others



655 Fifth Ave.
NEW YORK CITY
PLaza 9-6180



JOHNNY MERCER



BLAKE, PEGGY
BLAUFARRB, DOUGLAS
BLEKRE, INEZ
BLISS, EDWARD

BLOCKI, FRITZ

BLOOMFIELD, ROBERT H.
BONNESEN, NIELS ARNE
BOOTHE, BARBARA
BOYER, BETTE
BOYAN, JOHN
BRADLEY, EILLEEN
BRAINARD, EDWARD
BRANDT, RUTH & MAY
BRANIGAN, EVELYN
BRATSBERG, HAROLD
BREDESON, LENORE
BREESE, MRS. MAUD
BRENNAN, HELEN MARIE
BRESLIN, HOWARD
BREUER, ELIZABETH
BRICK, TERRY
BRINNON, VIRGIL
BROOKE, NED
BROUILLET, JEANETTE
BROWN, BARBARA
BROWN, JEAN STOUT
BROWN, JOHN
BROWN, LYMAN
BROWN, MAX
BROWN, ROBERT W.
BROWNE, BRADFORD
BROWNE, FRANK A.
BROWNE, G. PAUL
BRUBECK, IOLA
BRUNSVOLD, CONNIE
BUCHANAN, ALICE
BUELOW, LEOLA
BUNKIN, MARIAM
BUNN, M.
BURDINE, PATRICIA
BURNS, WILLIE
BURROUS, JANE
BURROWS, A. S.
BURROWS, ABE
BUSSARD, ADELINE
BYLUND, EUNICE
BYRON, WARD

— C —

CALAME, ARTABAN L.
CAMPBELL, EDNA BOYNE
CAMPBELL, MARTIN
CANNON, CHRISTINA
CARLEN, IRWIN
CARLETON, JETTA
CARLIN, VANE
CARLING, FOSTER
CARMAN, ROBERT
CARRAL, IGNACIO
CARROLL, CARROLL
CARROLL, JOSEPH W.
CARROLL PAULINE
CARROLL, ROBERT G., JR.
CASPER, ONEIDA
CASSELHOFF, CHET
CAVALCANTI, CARLOS G.
CHALMERS, BETTY
CHAMBERLAIN, WILLARD
CHEVILLAT, RICHARD
CHEVIGNY, HECTOR
CHURCH, VIRGINIA
CLARK, ANN
CLARK, ARLENE D.
CLARK, HAROLD
CLARK, MADELEINE
CLARKE, BETTE
CLARKE, WILLIAM KENDALL
CLAWSON, LEW
CLOUTIER, PAULETTE
COBLER, LOUISE
COCHRAN, CONNIE
COLMAN, MARY E.
CONLAN, PAUL
CONLEY, MEREDITH S.
CONRAD, STAN
CORDELL, ANN
COREY, VICTORIA
CORNELL, SYD
CORRELL, CHARLES
CORRIVEAU, J. EUGENE
CORWIN, NORMAN

COTT, TED

COUSE, ROBERT HOWARD

COVARE, AL

COWLES, HAZEL
CREEDON, RICHARD
CRISTY, ANNE
CUDDY, ESTELLE
CULLINS, HELEN
CULVER, RUSS
CUMMINS, CHARLES
CUMMINS, ETHEL
CUSENBERY, DON

— D —

DAILEY, BOB
DALY, ARTHUR J.

JERRY McGILL

WRITER — PRODUCER

"BIG TOWN"

•

CARLTON ALSOP

DAVIS, C. B.
DAVIS, DON
DAVIS, STANLEY
DAVIS, VIRGINIA
DAVIS, WALTER
DAWSON, RONALD
DAY, DOUBOSSARYSKY, GEORGE
DAY, JANE

DeANGELO, CARLO

DE LA CRUZ, MIGUEL
DEMLING, WILLIAM
DENNIS, DINTY
DeKOVEN, DAVID
DE OLIVARES, AUGUSTIN LLOPIS
DERBYSHIRE, JOE
DE MARS, ANITA
DE SOUZA, MANUEL PINTO
DE ST. GEORGES, HERVE
DE TORRE, EMILIO
DE WITT, HOHANNA
DIAMOND, SELMA
DIAS, AURORA
DICKSON, BRICE
DILLEN, CHRISTABEL
DOCHERTY, LEITH
DODD, ORA
DOEMLING, BILL
DORRA, CLEMENT
DOUGLAS, JACK
DOWELL, JOHN
DENNY, ROGER QUAYLE
DUFFY, ROY
DUNNAGAN, CLAUDE
DUNKEL, DON A.
DUNKEL, JOHN
DE PLESSIS, RENE
DURRUM, ANNE
DUTHUIT, GEORGES
DUTTON, MYRON
DUVAL, J.

— E —

EARLE, GEORGE
ECROYD, JEANNE
EDDY, LUCILE
EDGLEY, LESLIE
EDWARDS, HILDA
EHRLICK, MAX
ELDER, RUBY
ELINSON, IZZY
ELLIOTT, GERALDINE
ERINBERG, JANNIS
EURE, VIRGINIA
EVANS, MEDFORD
EVANS, RAYMOND B.
EVERETT, ARVA

— F —

FALCONNIER, L. H.
FAULKNER, GEORGE
FAWCETT, GIL
FENSTAMACHER, BETTY
FIANO, MARCELLO
FILNO, INNOCENCIO R.
FISCHER, BOB
FISHBURN, ALAN M.
FITCH, FRANCES
FITZGIBBONS, MARGARET
FLAHERTY, JANE
FLIFLET, JERRIE
FLORES, JOSE M.
FLORIAN, WERNER
FLORIN, STANLEY
FLYNN, ROY
FLYZIK, IRENE
FOLLIOTT, DORIA
FORBES, RUTH
FORD, ANN
FORSBERG, MARIE
FORTIER, ALINE
FOSTER, GERALDINE
FOSTER, PATRICIA
FOWLER, KEITH
FOX, GLADYS
FOX, LOUISE
FOXX, RUTH
FRAME, HELEN

FRAMER, WALT

FRANKEL, MORTIMER
FRANKLIN, PAUL
FREEDMAN, BEN
FRERET, VIRGINIA
FRIEDLICH, RUTH K.
FRIEDMAN, CARMEL
FULLINGTON, M. WAYLAND
FULTON, LOU
FUNT, JULIAN

— G —

GAINES, REUBEN
GALEN, FRANK
GARNER, PAT
GARRICK, GERALDINE
GARSON, HANK
GARVEY, HELEN

CARLTON E. MORSE

"ONE MAN'S FAMILY"

•

"I LOVE A MYSTERY"

•

Coast-To-Coast

JAY BENNETT

Writer

- *Kate Smith Program*
- *Molle Mystery*
- *Manhattan At Midnight*
- *Grand Central Station*
- *Bulldog Drummond*
- *Men, Machines and Victory*
- *National Radio Forum*
- *Blue Theatre*
- *Green Valley*
- *Listeners' Playhouse*
- *Freedom's Workshop*
- *The Falcon*

GAYNOR, MARY E.
GEDNEY, ELINOR
GELINAS, PAUL
GEORGE, JENNY RUTH
GERSON, SID
GIES, MARJORIE
GILLILAND, MINNIE
GIRARD, PAUL
GIROA, MIGUEL
GLANT, JANET
GOELITZ, LOUISE
GOLDEN, DAVID T.
GOLDEN, MYRON
GOLLARD, JERRY
GONZALEZ, JANICE
GOODMAN, RANDY
GORDON, DAVID
GOSDEN, FREEMAN
GOTTLIEB, JOSEPH
GOULD, JOHN
GRAHAM, JOHN P.
GRANTHAM, KATHARINE
GRAY, MADELINE
GREEN, ROBERT
GREENBERGER, JIMMY
GRIFFEN, FRANK D.
GROLLER, JOHN
GROOM, MARTHA
GROSS, JEANETTE
GROVE, BETTY
GRUBB, DAVE
GRUSKIN, EDWARD I.
GUEDEL, JOHN
GUEDEL, WALTER
GUNDERSON, BARBARA BATES
GUSSMAN, CHARLES J.
GUTTMAN, JOSEF

— H —

HALL, MORT
HALLIGAN, MARGARET
HALLIGAN, MARGARET
HAMMERICKSEN, HELEN
HAMMERSLEY, EVADNA
HANKEN, MARGARET
HANSEN, SALOME
HARGIS, TOM
HARRIS, ARLENE
HARRIS, HOWARD
HARRIS, WILLIAM M.
HARRISON, JOSEL LE BREU
HARTZELL, JEAN E.
HARVEY, C. D.
HASTY, JOHN E.
HATHAWAY, BARBARA
HAUSER, DWIGHT A.
HAWTHORNE, JIM
HEDDIGER, TED
HERRMANS, LILLIAN
HELDER, FREDICH
HEISCH, GLEN
HELM, HARVEY
HENDRICKSON, RUTH
HENIN, ETHEL B.
HENLEY, ART
HENNING, PAUL
HENRY, EILEEN CAMERON
HERBERT, ANN L.
HERMAN, GEORGE E.
HERRICK, BUELL
HIATT, MARY ELLEN
HICKS, EDWIN P.
HILLEARY, PERRY E.
HOARE, JEAN
HOLMAN, JOHN
HOLMES, R. D.
HOLT, FELIX
HOPKINS, NEAL
HOPKINS, PAULINE
HOPSON, MISS JIMMIE
HORINE, FIELD
HORTON, ELMER
HOSMER, DAN
HOUGH, ELIZABETH
HOWARD, CY
HOWELLS, BETTY
HUBER, CHARLOTTE
HUNT, BILLIE
HUNTER, ELIZABETH
HUNTER, IAN
HUNTLEY, C. H.
HUNTLEY, CHET
HURD, BETTY
HYAMS, BEN

— J —

JACKSON, ALLEN
JACKSON, CHARLES REGINAL
JACKSON, DALE
JACKSON, J.
JACOBY, DANIEL
JAEGGIN, ALBERT H.
JARVIS, BOBBY
JENNINGS, AL
JOACHIM, MAURICE
JOHNSON, ARLON W.
JOHNSON, ELEANOR

CARLO
DE
ANGELO

TED COTT
Program Director
WNEW
Author
"VICTOR BOOK of MUSICAL FUN"

JOHNSON, FRANCIS
JOHNSON, JEAN
JOHNSTON, BETTY REE
JOHNSTON, FRANCES K.
JOHNSTON, GEORGE
JOHNSTON, GORDON
JOSEFSBERG. MILT
JOUGLET, ROBERT
JULIA, JAMES A.

— K —

KALNES, RUTH
KAMPE, MEL
KANE, ALTA JEAN
KARP, WILLIAM R.
KAYE, NIKKI
KEAN, GERALD
KEELER, ELOISE
KEITH, BORGNE
KELLY, BOB
KELLOGG, JOHN
KELLY, PAT
KEMPLE, EDNA
KENNEDY, FRANCIS J.
KENNEY, KAY
KENT, ALAN
KEPPLEMANN, SYLVIA
KERR, HARRY
KHRFEN, ROSALIND
KIBBEY, HUGH L.
KIERCE, HAL
KIRK, ELLEN
KLEMME, LEE
KNIGHT, RAY
KNOX, HELEN MARY
KOHN, MAURITIUS
KRISSLER, VELDA
KRONMAN, HARRY

— L —

LABRECHT, KLAUS
LADER, LAWRENCE
LA FRANDRE JACK
LAMPMAN, EVELYN SIBLEY
LANDI, ELBERTO
LANE, VIRGINIA
LANG, LOUIS
LANGAN, TOM
LANGE, JUNE
LANOUETTE, ROBERTA
LAPPIN, JAMES P.
LARA, FRANCISCA J.
LARABEE, JACQUES
LARGE, MARGARET E.
LAUFERTY, LILLIAN
LAVEN, PAUL
LAW, WALTER E.
LAWRENCE, JEROME
LAYTON, GEORGIA LEE
LEA, SANDRA
LEARY, RUBY LEE
LEE, HELEN
LEE, KAY
LEE, MARY DOUGLAS
LEIGHTON, HELEN
LEIVIN, GEORGE
LEMKE, IRMA
LENNOX, LIONEL
LEPIDUS, HENRY
LEVESQUE, GERARD
LEVINE, SAMUEL E.
LEVIS, MARJORIE
LEVY, PARKE
LEWIS, AUDREY R.
LEWIS, LILLIAN
LEWIS, MORT
LEWIS, WARREN
LINDQUIST, CYRIL
LINKLETTER, ART
LIVERANCE, R. E.
LOAR, ISABELLE
LOCHNER, ROBERT H.
LORENZEN, LILLY E.
LORING, JAN
LOY, TOM
LUND, JOHN
LUNOE, ADAM M.
LYNCH, MARGARET
LYONS, JOSEPHINE
LYONS, PEGGY

— M —

McALLISTER, EDITH
McCARTHY, ADELE
McCARTHY, ELEANOR
McCAULAY, MARIE
McCAUSLAND, VICTOR
McCLINTOCK, MARION
McCLURE, KEN
McCONNELL, MARY
McCUTCHEON, KEITH
McDONAGH, RICHARD
McGHEE, CHARLIE
McGILL, HARRY

McGILL, JERRY

McKEE, BOB
McKEE, BURTT
McLELLAN, ANDREW NIXON
McLEOD, VIC
McSHERRY, WILLIAM P.
MacDOUGALL, RANALD
MacKAY, NORMAN
MacLANE, RALAND
MACHADO, PERRY
MACK, NILA

WALT FRAMER

Writer - Producer - M.C.

Producing

"LADIES BE SEATED"

Blue Network

•

Wrote

"THE BLACK HOOD"

Mutual

•

Originated

"THE BLESSED EVENTER"
"HAVE YOU GOT IT?"
"CLUB HOLLYWOOD"
"NAME-O"
"KIDDIE KWIZ"

•

302 West 86th Street, New York City
TRafalgar 4-0589

JERRY ANDERS

MADIGAN, JOHN
MAESTRO, MARCELLO J.
MAGEE, FAY
MAHONEY, WILKIE
MANASK, JIMMY
MANHEIM, MANNIE
MARBLE, EVELYN
MARCIN, MAX
MARKS, LARRY
MARLIN, MILTON
MARSHALL, SIDNEY
MARTIN, BESS

MARTIN, CHARLES

MARTIN, MARION
MARTIN, JAMES
MATIGOT, LOUIS G.
MATTHEWS, JANE B.
MEDBURY, JOHN P.
MEISER, EDITH

MERCER, JOHNNY

MELTZER, NEWTON E.
MERCIER, ANTONIO
MERLET, ALFONSO
MERZ, ELEANOR
MEYERS, FLORENCE F.
MICHAELIS, ARNOLD R.
MICHAELIS, HENRY
MIEDKE, NANCY
MILLIE, ARTHUR
MITCHELL, DR. N. P.
MOENCH, RUTH
MONTZ, WANDA

MOORE, GARRY

MOORE, MARVIN
MOORE, SAM
MORGAN, ALBERT

MORSE, CARLTON E.

MORSE, EDWIN
MORTON, MRS. J. F.
MOSHER, ROBERT
MOSKEWITZ, BETTY
MULLEN, BOB
MUROS, BEN

— N —

NAYLOR, DON
NEAL, WILT

NICHOLS, ANNE

NICKEL, RUTH A.
NIEDERSTEIN, RICHARD
NORTON, REV. J. N. H.
NOTH, ERNEST ERICH
NOVAK, OLGA MARIE
NOWINSON, DAVID

— O —

OBOLER, ARCH

O'BRIEN, ELLIS
O'BRIEN, JOEL
O'BRIEN, PATRICIA
OBRIST, EDWARD C.
O'FLAHERTY, DANIEL
OLSEN, VERNON
OSGOOD, CHARLINE
OTIS, LEHMAN
OUSLEY, JEAN

— P —

PACK, ALVIN
PACKARD, ELON
PAGANUCCI, SANFORD
PARCHER, OLIVER
PASCAL, ROY
PAULSON, ROBERT
PECHT, JERRY LEE
PELLETIER, PHYLLIS
PELTZ, DAVID
PENNER, NANCY
PEREZ, THOMAS
PERRIN, SAM
PERRIN, VICTOR
PETERS, BARBARA
PETERSON, NELLE MARIE
PFEIFER, MARGOT
PHILLIPS, BOB
PHILLIPS, HELEN
PIESCHACON, JOSE M.
PISARIK, HELEN
PITNEY, EDWARD
PLANT, RICHARD R.
POHL, JANE
POINDEXTER, RUTH
POLA, EDDIE
POTOUZNIK, VLASTA
POTOUZNIK, BLAZENA
POTVIN, DAMASE
POWELL, BETSY
POWELL, MARTHAGRACE
PRIESMAN, HELGA
PRINCE, BURROUGHS H.
PRINDLE, DON
PUDNEY, EARLE
PULTZ, DUDLEY
PYLE, JACK

— Q —

QUIJANO, JOSE SANTOS
QUINN, DON
QUINN, JOHN
QUINN, INEZ

— R —

RADCLIFFE, VIRGINIA
REDD, ROBERT
REDDY, JOHN
REED, VICTOR P.
REES, EDWARD R.
REGER, MURIEL
REID, PHYLLIS
REINMAN, VIRGINIA
REZNICK, SIDNEY
RICE, LORRAINE
RICHARDS, ROBERT
RIDGWAY, AGNES
ROBB, JOHN C.
ROBERTS, CURTIS
ROBERTSON, MILTON
ROBINSON, JACK
ROEMER, MADGE
ROGERS, ROXWELL
ROMAN, LARRY
ROSENTHAL, FAY
ROSHKIND, MICHAEL
ROSS, EARLE
ROSS, SAM
ROTHER, ROSEMARY
RUHFEL, AL
RYDER, LES

— S —

SAKS, SOL
SANJEK, RUSSELL LOUIS
SCHALANSKY, HENRY
SCHOENFELD, BERNARD
SCHOFIELD, PAUL
SCHURR, CATHLEEN
SCHWARTZ, AL
SCOFIELD, LOUIS L.
SCOTT, ASHMEAD
SCOTT, CREIGHTON
SHAFFER, ROGER A.
SHAYKIN, LEE
SHERDEMAN, TED E.
SHERIN, LEO
SHERWOOD, R. H.
SHEVIN, FRED
SHIRER, WM. L.
SHOEMAKER, WAYNE
SHORT, VIOLET
SIMON, ROBERT
SINGER, RAYMOND
SKELTON, MRS. EDNA
SMITH, ABBIE H.
SMITH, MARSHALL, JR.
SPRAGER, HARVA KAAREN
STANDER, ARTHUR
STANLEY, PHIL
STEIN, MORRIS
STENENS, CARLYLE
STIER, BERNICE
STONE, WALTER
STREET, JULIAN, JR.
STEEN, AL
STONE, LYNN
STRIKER, FRAN
SULLIVAN, JOHN
SULLIVAN, NORMAN
SWART, HOWARD C.
SWIGER, WADE
SWING, FRANCES
SZINKUNAS, JOSEPHINE

— T —

TACKABERRY, JOHN
TATE, NIKKI KAYE
TAYLOR, PAT
TERKEL, LOUIS
THOMA, MARJORIE
THOMAS, FRANK
THOMAS, ROBIN
THOMPSON, JOHN
THURMAN, BEVERLY
TOMLINSON, EVERETT P.
TURNER, WALTER
TUTHILL, DOROTHY

— U —

ULTMANN, JOHN E.

— V —

VANCE, HENRY
VARES, GEORGE
VITTES, LOUIS
VOLLERS, KAY

— W —

WADE, VIRGINIA
WAKELEE, ARTHUR H.
WALKS, JUNE
WALL, GILBERT
WALLACE, BRUCE
WALLACE, ELEANOR
WALLISER, RUTH
WATSON, CARL MAXWELL
WATTS, DUANE L.
WEBB, KEN
WEIR, BETTY
WELLS, GEORGE
WERLING, RUPE
WHEATON, GLENN
WHEDON, JOHN
WHITE, STELLA
WHITNEY, MARION
WILLIAM, HELEN
WILLEFORD, MILDRED
WINN, MARTHA
WISHENGRAD, MORTON
WITHROW, EARL
WOEHRMEYER, HILDA C.

WOLF, STANLEY J.

WOLFE, CHARLES

— Y —

YANOFSKY, MARI

— Z —

ZELINKA, SIDNEY R.
ZOUSNER, JESSE
ZUFALL, BESS

☆ BACKSTAGE ☆

Those Engaged in Radio Production During 1943

— A —

ADAMS, WENDELL
CBS. Viva America, Sing Along, Fun With Dunn, The Colonel.

ADAMS, WYLIE
Blue

ADKINS, P. S.
CBF-CBM, Montreal, Que.

AGEE, BILL
KUTA, Salt Lake City, Utah

ALBINGER, ALBERT R., JR.
WKWK, Wheeling, W. Va.

ALDRICH, LESTER
KPDN, Pampa, Texas

ALEXIEVE, HELEN
KFPY, Spokane, Wash.

ALSOP, CARLTON
CBS. Judy Canova Show. z

ALTER, BENNE
WMT, Cedar Rapids, Ia.
KRNT-KSO, Des Moines, Ia.

AMBRUSTER, RUSS

AMES, DON
KXEL, Waterloo, Ia.

AMOR, ADDISON
Blue

ANDERSON, HERBERT
WTSP, St. Petersburg, Fla.

ANSPACH, ELDON
KOIL, Omaha, Nebr.

ARMBRISTER, CYRIL
Blue

ARMOND, WILLIAM
WBLU, Dalton, Ga.

ARTHUR, FRANK
KMJ, Fresno, Calif.

ASH, MERRILL
KTAR, Phoenix, Ariz.

ASPINWALL, HUGH M.
KWTO, Springfield, Mo.

ATHEARN, BOB
WHEB, Portsmouth, N. H.

AXTON, BAILEY
WTOP, Washington, D. C.

AYARS, LOWELL
WSNJ, Bridgeton, N. J.

— B —

BAKER, ART

KNX, Los Angeles, Calif.
Meet Joe Public.

BAKER, JEFF
WTAR, Norfolk, Va.

BARBER, JAMES ALDEN
KGVO, Missoula, Mont.

BARCLAY, IRENE
KLX, Oakland, Calif.

BARTLETT, JOHN
WSGN, Birmingham, Ala.

BARNES, BETH
WSB, Atlanta, Ga.

BARNHART, LYLE D.
WBBM, Chicago, Ill.

BARRETT, MARTY
CBS. Harry James and His Music Makers.

BARRETT, BILL
WHN, New York, N. Y.

BARRON, KARL
KSRO, Santa Barbara, Calif.

BARTHE, MARCELLE
CBF, Montreal, Que.

BASHARA, LESTER L.
WMT, Cedar Rapids, Ia.
KRNT-KSO, Des Moines, Ia.

BAUMANN, N.
CBM, Montreal, Que.

BEAN, HAROLD E.
WMAQ, Chicago, Ill.

BEASLEY, IRENE

CBS

BEATTY, HAROLD
WBML, Macon, Ga.

BELANGER, PAUL
WMAL, Washington, D. C.

BELL, AL
WHO, Des Moines, Ia.

BELL, JOSEPH
Blue

BENNETT, BILL
WKBZ, Muskegon, Mich.

BENNETT, KENYON
KLO, Ogden, Utah

BERCUSEN, L.
CJCA, Edmonton, Alberta

BERLIN, BERNARD
CHNS, Halifax, N. S.

BERNARD, DON
CBS. Blondie.

BERNS, LARRY
CBS

BERTRAND, F.
CKAC, Montreal, Que.

BIEBL, LESLIE F.
WHK, Cleveland, Ohio

BIONDI, F.
CKAC, Montreal, Que.

BLACKBURN, FREDERICK
KYCA, Prescott, Ariz.

BLACKETT, PATRICIA
WBBM, Chicago, Ill.

BLAIN, LEE
WBML, Macon, Ga.

BLAKE, HOWARD
NBC. Scramby Amby.

BLAKE, WALKER
CJCA, Edmonton, Alberta

BLANCHARD, LOWELL
WNOX, Knoxville, Tenn.

BLISS, TED
CBS. Dr. Christian.
KNX, Los Angeles, Calif.
Don't You Believe It.

BLOCKI, FRITZ

BLOODWORTH, JIM
CBS. Campana Serenade.

BLOOMFIELD, ROBERT H.
WPEN, Philadelphia, Pa.

BOLEN, MURRAY
NBC. Amos 'n' Andy.

BOSWELL, MIMS
WCBI, Columbus, Miss.

BOWE, GEORGE
WTIC, Hartford, Conn.

BOWEN, REX
KHUB, Watsonville, Calif.

BOWER, ROGER
WOR, New York, N. Y.

BOYDEN, MARC
WSBT, South Bend, Ind.

BOYER, BETTE
KXRO, Aberdeen, Wash.

BRAMSTEDT, AL
KFAR, Fairbanks, Alaska

BRATSBERG, HAROLD
KFPY, Spokane, Wash.

BRAUN, EDMUND
WCAR, Pontiac, Mich.

BRAUTIGAM, EDNA
WLOL, Minneapolis, Minn.

BRAXTON, JACK
WGBR, Goldsboro, N. C.

BRENEMAN, TOM
Breakfast at Sardi's, Blue

BRENNAN, WILLIAM
CBS. Perry Como, Joan Brooks, Raymond Scott, Music in the Air.

BRESCIA, PIETRO
WSM, Nashville, Tenn.

BREWSTER, ROBERT
NBC. Kraft Music Hall, Bob Crosby & Co.

BRINNON, VIRGIL
KHQ, Spokane, Wash.

BRITE, JAMES R.
WIOD, Miami, Fla.

BRITT, JOHN
WGBR, Goldsboro, N. C.

BROUILLET, J.
CKAC, Montreal, Que.

BROOKS, JACK
WHAS, Louisville, Ky.

BROWN, J. ALLEN
WFOY, St. Augustine, Fla.

BROWN, ANDY
WGBG, Greensboro, N. C.

BROWN, ART
WOL, Washington, D. C.

BROWNE, BRADFORD
NBC. Gilmore Furlough Fun.
Blue. Red Ryder.

BROWNE, FRANK A.
KTHS, Hot Springs, Ark.

BROWNE, G. PAUL
WAIM, Anderson, S. C.

BROWNER, PAUL
KMA, Shenandoah, Iowa

BRUCE, DWIGHT
WTOC, Savannah, Ga.

BRUNSVOLD, CONNIE
KMMJ, Grand Island, Neb.

BUBECK, HARRY H., JR.
WMAQ, Chicago, Ill.

BULLEN, REED
KVNU, Logan, Utah

BUNKER, WALTER
NBC. Jack Benny Program.

BUNN, M.
CJRC, Winnipeg, Manitoba

BURRIS, DICK
KRNT-KSO, Des Moines, Ia.

BUSBYM, E. STANLEY
WSAP, Norfolk, Va.

BYRON, WARD
NBC

— C —

CALDWELL, JAY
WOL, Washington, D. C.

CAMPBELL, DAVE
WCOS, Columbia, S. C.

CAMPBELL, GEORGE
WBAP, Fort Worth, Texas

CAMPBELL, KEN
CHEX, Petersborough, Ont.

CANFIELD, GILBERT
WGKV, Charleston, W. Va.

CAPLAN, RUPERT
CBM, Montreal, Que.

CARLSON, C. A.
KIT, Yakima, Wash.

CARLSON, J. RALPH
WJTN, Jamestown, N. Y.

CARNEY, JOHN
CBS. Fun With Dunn.

CARPENTER, WILLIAM
KYW, Philadelphia, Pa.

CARR, HAROLD
WOAI, San Antonio, Texas

CARRAWAY, HOWARD
Blue

CARTER, MARY L.
WIOD, Miami, Fla.

CARTER, WOODBURY
WTRY, Troy, N. Y.

CARUSO, CARL
WBZ-WBZA, Boston, Mass.

CASON, FRANK
WSB, Atlanta, Ga.

CASTILLO, DEL
KNX, Los Angeles, Calif.
Opportunity PDQ.

CATON, EARL
WSTP, Salisbury, N. C.

CAVALLO, PETER A., JR.
WMAQ, Chicago, Ill.

CAVE, WALT
KMJ, Fresno, Calif.

CHAMBERLAND, A.
CBF, Montreal, Que.

CHANCE, AL
WBBM, Chicago, Ill.

CHAPMAN, ROBERT
KGGM, Albuquerque, N. M.

CHAUDOIN, R. L.
WSIX, Nashville, Tenn.

CLARE, GEORGE
WBBM, Chicago, Ill.

CLARK, DON
CBS. Mayor of the Town.

CLARKE, PAUL J.
WMT, Cedar Rapids, Ia.
KRNT-KSO, Des Moines, Ia.

CLAWSON, LEW
WWVA, Wheeling, W. Va.

CLAYTON, BOB
WJIM, Lansing, Mich.

CLEARY, JOHN
Blue

COBB, RICHARD
WNAC, Boston, Mass.

COE, BOB
Blue

COHAN, PHIL
CBS, Moore-Durante Show.

COLEMAN, GREGORY
NBC

Charles Martin

COLESON, ROBERT
KNX, Los Angeles, Calif.
In Time to Come.
COLTON, LAVERN
WCOU, Lewiston, Me.
CONNOR, MIKE
WBBM, Chicago, Ill.
CONRAD, STAN
WMFR, High Point, N. C.
CONSTANTINEAU, RENE
CKCV, Quebec, Que.
COOKE, BILL
WCOS, Columbia, S. C.
COOPER, KAY
WIBG, Philadelphia, Pa.
CORBEIL, P.
CKAC, Montreal, Que.
CORNING, RALPH
KHSL, Chico, Calif.
CORNING, WALTER
WNOX, Knoxville, Tenn.
CORNWELL, BOB
KFEL, Denver, Colo.
CORSON, BARNEY
KMA, Shenandoah, Ia.
CORWIN, NORMAN
CBS. Columbia Presents Corwin.

COTT, TED

WNEW, New York, N. Y.

COX, STANLEY A.
KONO, San Antnonio, Texas
CRABTREE, C. S.
KTFI, Twin Falls, Idaho
CRAFTON, ALLEN
KFKU, Lawrence, Kans.
CRAIG, KEN
KQW, San Jose, Calif.
CRAM, RICHARD
WMAN, Mansfield, Ohio
CREWS, ALBERT R.
WMAQ, Chicago, Ill.
CRIST, PHIL
WFBR, Baltimore, Md.
CULVER, CAL
KFYR, Bismark, N. D.
CUNNINGHAM, LESLIE
KGMB, Honolulu, Hawaii
CUNNINGHAM, OWEN
KGMB, Honolulu, Hawaii
CUPP, ROD
WLS, Chicago, Ill.
CUSHING, KERBY
WNEW, New York, N. Y.

— D —

DALE, YVONNE
KLX, Oakland, Calif.
DANA, JOE
KOY, Phoenix, Ariz.
DANIEL, OLIVER
CBS. Invitation to Music, New Voices in Song, E. Power Biggs, School of the Air.
DART, VELMA
WKST, New Castle, Pa.
DAVELUY, A.
CKAC, Montreal, Que.
DAVELUY, ROGER
CBF, Montreal, Que.
DAVER, ROBERT
WFAS, White Plains, N. Y.
DAVIS, DON
KLS, Oakland, Calif.
DAVIS, RUSTY
CBF-CBM, Montreal, Que.
DAVIS, WALTER L.
WHK, Cleveland, Ohio
DAVISON, RANDALL
WAIM, Anderson, S. C.
DAWSON, RONALD
WIP, Philadelphia, Pa.
DEAL, JOHN H.
WHCU, Ithaca, N. Y.
DEAN, BEV
WLS, Chicago, Ill.
DEHAVEN, ROBERT
WTCN, Minneapolis, Minn.
DEL TORO, GONZALO
WPAB, Ponce, Puerto Rico
DeMILLE, CECIL B.
CBS. Lux Radio Theater.
DeMOSS, LYLE
WOW, Omaha, Nebr.
DERBYSHIRE, JOSEPH
KYW, Philadelphia, Pa.
DEVANEY, FRANK M.
WMIN, St. Paul, Minn.
DeVORE, TOM
WBNS, Columbus, Ohio
DeWALD, DON
KHUB, Watsonville, Calif.
DeYOUNG, ELAINE
WKBZ, Muskegon, Mich.
DICKEN, NORMAN
Blue
DICKSON, BRICE
KTBS-KWKH, Shreveport, La.
DICKSON, SAMUEL B.
KPO, San Francisco, Calif.
DIERKES, SHIELDS
WWJ, Detroit, Mich.
DIETZ, JOHN
CBS. Mrs. Miniver, Flashgun Casey.
DIRLAM, C. F.
KFYR, Bismark, N. D.
DIXON, DON
WCAE, Pittsburgh, Pa.
DODGE, VIRGINIA
KGO, San Francisco, Calif.
DOYLE, ISABEL
CFOS, Owen Sound, Ont.
DREYFUS, WOODS O.
WISN, Milwaukee, Wisc.
DRUM, DEWEY L.
WSOC, Charlotte, N. C.
DRUMMOND, DAVE
Blue. Jimmy Fidler, Your Dubonnet Date With Xavier Cugat.
DUERSON, J. R.
KELD, El Dorado, Ark.
DUFFIE, EARL
KGKB, Tyler, Texas
DUFFY, ROY
KFJZ, Fort Worth, Tex.
DUFRESNE, GEORGES
CBF, Montreal, Que.
DUNIGAN, JACK
KMBC, Kansas City, Mo.
DUNN, JOHN W.
WNAD, Norman, Okla.
DUNN, RON
CKWS, Kingston, Ont.
DUNNAGAN, CLAUDE
WAYS, Charlotte, N. C.
DUNNING, HARLAN J.
KSFO, San Francisco, Calif.
DUTTON, MYRON
NBC. Johnny Presents Ginny Simms.
DWYER, BOB
Blue. Lum and Abner.
DYER, HAROLD
WCOU, Lewiston, Me.

— E —

EATON, MARY
WHEB, Portsmouth, N. H.
EBI, EARL
NBC. Chase & Sanborn Program.
ECKLAND, VICTOR
KGMB, Honolulu, Hawaii
EDYY, ROBERT
KHSL, Chicago, Calif.
EHRMAN, ROBERT
WTOP, Washington, D. C.
EID, LAIF
WRC, Washington, D. C.
EITTREM, MARILYN
KWLC, Decorah, Ia.
EITTREM, OLIVER M.
KWLC, Decorah, Ia.
ELIAS, BUFF
WITH, Baltimore, Md.
ELLIOTT, DOYCE
KXOX, Sweetwater, Texas
ELLIOTT, WALLACE
KROW, Oakland, Calif.
ELTON, DAVE
NBC. Time to Smile.
EMMERSON, VERNON
KUJ, Walla Walla, Wash.
ENGELS, ROBERT T.
WFCI, Pawtucket, R. I.
ERWIN, GARRY
KTKC, Visalia, Calif.
ERWIN, NAT H.
WILL, Urbana, Ill.
EVANS, JEAN
KLX, Oakland, Calif.

— F —

FARIS, CLINTON
WGTM, Wilson, N. C.
FAUST, GIL
WBBM, Chicago, Ill.
FERRIS, RAY
WLS, Chicago, Ill.
FEYHL, HORACE
WCAU, Philadelphia, Pa.
FILION, ROSE
WRC, Washington, D. C.
FINLAY, JAMES
CBL-CJBC, Toronto, Ont.
FIRST MATE BOB
Haven of Rest
FISHBURN, ALAN M.
FISHER, JERRY
KVIC, Victoria, Texas

FISHER, MARJORIE

FITZGERALD, FRANCIS M.
WSOC, Charlotte, N. C.
FLYNN, JACK
CHNS, Halifax, N. S.
FLYNN, ROY
WAPI, Birmingham, Ala.
FORTIER, ALINE
CHRC, Quebec, Que.
FOSTER, BILL
CHNS, Halifax, N. S.
FRAMER, WALT
FRANCIS, NOEL
KPO, San Francisco, Calif.
FRANK, HAROLD J.
WSLB, Ogdensburg, N. Y.
FRANKLIN, PAUL
Blue. Red Ryder.
FREELAND, FRED
WOWO, Ft. Wayne, Ind.
FREEMAN, CLAUDE
WORD, Spartanburg, S. C.

— G —

GAMBS, SHIELA
KMMJ, Grand Island, Nebr.
GARNER, PAT
KFPW, Fort Smith, Ark.
GEORGE, HOWARD
WKPA, New Kensington, Pa.
GEORGE, ROY
KRLD, Dallas, Texas
GEORGE, TIM
KMA, Shenandoah, Ia.

GIBBS, PARKER
WMAQ, Chicago, Ill.
GIBSON, RICHARD
NBC. Bob Burns Show.
GIERLACH, CHET
CBS
GIFFORD, ARDEN
WVW, Akron, Ohio
GILES, BOB
CHAB, Moose Jaw, Sask.
GILLIS, DON
WBAP, Fort Worth, Texas
GIVEN, KEN
WLBJ, Bowling Green, Ky.
GOFF, WILL B.
WFTL, Ft. Lauderdale, Fla.
GOSCH, MARTIN
NC. Abbott & Costello Show.
GOTTLIEB, JOSEPH
WCAU, Philadelphia, Pa.
GOULET, B.
CKAC, Montreal, Que.
GRAHAM, MARION
Blue. Hero of the Week.
GRAHAM, VANCE
NBC. One Man's Family.
GRAVES, SHEILA
CJVI, Victoria, B. C.
GROGER, JOE
WMRC, Greenville, S. C.
GUEDEL, JOHN
NBC. Red Skelton Show. People Are Funny.

— H —

HAASE, WALTER
WDRC, Hartford, Conn.
HAFTER, ROBERT
KNX, Los Angeles, Calif. Hollywood Showcase, I Was There, Signal Round Table.
HAHN, THEODORE
WCKY, Cincinnati, Ohio
HALTEMAN, CHARLES
WTOL, Toledo, Ohio
HAMILTON, J.
WLEU, Erie, Pa.
HAMMOND, FRED
KPRO, Riverside, Calif.
HANKEN, MARGARET
WIL, St. Louis, Mo.
HANLON, TOM
KNX, Los Angeles, Calif.
HARDT, TONY
NBC. Those We Love.
KHJ, Los Angeles, Calif. Sherlock Holmes.
HARRELL, DICK
WGH, Newport News, Va.
HARRINGTON, NORMAN B.
KGLU, Safford, Ariz.
HARRIS, DAVID H.
WTAG, Worcester, Mass.
HASKELL, BETTY
WNAD, Norman, Okla.
HAVENS, DORIS
WCAU, Philadelphia, Pa.
HAWKINS, BILL
CFOS, Owen Sound, Ont.
HAWTHORNE, JIM
KMYR, Denver, Colo.
HECK, HOMER R.
WMAQ, Chicago, Ill.
HEDIGER, TED
Blue. Your Dubonnet Date With Xavier Cugat.
HEIBECK, FRANK
WLOK, Lima, Ohio
HELLER, ROBERT
CBS.
HELPS, N.
CFRN, Edmonton, Alberta
HENIN, ETHEL
WMAS, Springfield, Mass.
HENLEY, DAVE
WDAY, Fargo, N. D.
HENRY, E. C.
CJFX, Antigonish, Nova Scotia
HERBERT, CHARLES
CBS. Fun With Dunn.
HERBERT, R. D.
KIDO, Boise, Idaho
HERNDON, RAY
KPRC, Houston, Texas
HERSHEY, GLEN
KYSM, Mankato, Minn.
HEWETSON, H. H.
CFCK, Montreal, Que.
HEYSER, FRAN
KMBC, Kansas City, Mo.
HICKS, JOHN
KTBC, Austin, Texas
HILL, JOE
Blue. Duffy's Tavern.
HILLEARY, PERRY E.
KINY, Juneau, Alaska
HINMAN, CORP. BUCK
WCBI, Columbus, Miss.
HODGE, AL
WXYZ, Detroit, Mich.
HOERNER, ED
WWL, New Orleans, La.
HOLMAN, CLIF
WEEI, Boston, Mass.
HOMERSHAM, DOUG
CJCA, Edmonton, Alberta
HOOD, MARGERY
KYA, San Francisco, Calif.
HOOVER, DON
WJMS, Ironwood, Mich.
HORLEY, RALPH
CHAB, Moose Jaw, Sask.
HORN, ROBERT
WMAN, Mansfield, Ohio
HOWARD, HERB
WLS, Chicago, Ill.
HOWLETT, ERIC
WJR, Detroit, Mich.
HUBBEL, GORDON
WMAL, Washington, D. C.
HUBBELL, MARIAN
WTOP, Washington, D. C.
HUBERT, ANN
WHAS, Louisville, Ky.
HUGHES, GORDON
CBS. Dear John.
HUGHES, HAROLD
KOIL, Omaha, Nebr.
HUGHES, PAUL
KTAR, Phoenix, Ariz.
HULL, BILL
WOLF, Syracuse, N. Y.
HULWI, JAMES
WEAU, Eau Claire, Wisc.
HUMPHREYS, WATT
Blue. What's Doing, Ladies?
HUNT, RAY
KONO, San Antonio, Texas
HYLES, VERNON
WBT, Charlotte, N. C.

— I —

INNES, D.
CJCA, Edmonton, Alberta
INSLEY, DON
CHEX, Petersborough, Ont.

— J —

JACKSON, EMMITT M.
WAOV, Vincennes, Ind.
JACOBSON, FREDERICK A.
WMAQ, Chicago, Ill.
JARVIS, AL
KNX, Los Angeles, Calif., Hollywood Inn.
KFWB, Los Angeles, Calif., Al Jarvis Original Make Believe Ball Room.
JEFFERIES, DAVID W.
KINY, Juneau, Alaska
JENKINS, RON
WSOC, Charlotte, N. C.
JENKINS, WILLIAM
WTOP, Washington, D. C.
JEWELL, JIM
WBBM, Chicago, Ill.
JOHNSON, FRANK
CKNX, Wingham, Ont.
JOHNSON, BILL
Blue. Al Pearce, Breakfast at Sardi's, Duffy's Tavern.
JONES, PAUL M.
WFLA, Tampa, Florida
JOURNEAY, TOM
WTAW, College Station, Texas

— K —

KALER, RAL
WFAS, White Plains, N. Y.
KAPEL, GEORGE
KMJ, Fresno, Calif.
KARL, MAX
WCCO, Minneapolis-St. Paul, Minn.
KARNS, AD
WIZE, Springfield, Ohio
KASDORF, GEORGE
WTRC, Elkhart, Ind.
KELLY, PAT
KFRC, San Francisco, Calif.
KEMP, J. D.
CJRC, Winnipeg, Manitoba
KENNEDY, KEN
WDAY, Fargo, N. D.
KENT, J.
CKCK, Regina, Sask.

KERR, BOB
CBS

KERRIGAN, JACK
WHO, Des Moines, Ia.
KEY, EARL M.
WJMA, Covington, Va.
KIBBEY, HUGH L.
WFBM, Indianapolis, Ind.
KILIAN, FRED
WBBM, Chicago, Ill.
KIRRELL, J. F.
WMBG, Richmond, Va.
KLISE, RODERIC
KHQ, Spokane, Wash.
KNAPP, JAMES
WOLF, Syracuse, N. Y.
KNIGHT, CY
CHAB, Moose Jaw, Sask.
KNIGHT, RAY
WJZ, New York, N. Y.
KNORR, W. ARTHUR
WKNY, Kingston, N. Y.
KOPLAN, HARRY
KGFJ, Los Angeles, Calif.
KRSHNA, FRANK E.
KWRC, Pendleton, Ore.
KURTZE, LARRY
WBBM, Chicago, Ill.

— L —

LADD, ANN
WKBZ, Muskegon, Mich.
LADIN, HAROLD
WJMS, Ironwood, Mich.

LAFRANO, TONY
KHJ, Los Angeles, Calif.
LAKE, HARRY N
WHO, Des Moines, Ia.
LANFEAR, THURLOW D.
WMT, Cedar Rapids, Ia.
KRNT-KSO, Des Moines, Ia.
LANE, EUGENE
WHAM, Rochester, N. Y.
LARGE, R. F.
CFCY, Charlottetown, P.E.I.
LATEAU, HERBERT W. S.
WMAQ, Chicago, Ill.
LAURIE, B. A.
KNET, Palestine, Texas
LAVALLE, GENE
WTAM, Cleveland, Ohio
LAWRENCE, BILL
CBS. Jack Carson Show, Screen Guild Players.
LAWRENCE, DICK
KDAL, Duluth, Minn.
LEEFERS, ROBERT
WMT, Cedar Rapids, Ia.
KRNT-KSO, Des Moines, Ia.
LEFTWICH, ALEXANDER, JR.
Blue
LENIHAN, WINNIFRED
Blue
LEONARD, JESSE
KXL, Portland, Ore.
LEVESQUE, GERARD
CKCV, Quebec, Que.
LEVINSON, LEONE
KCMO, Kansas City, Mo.
LEWIS, GORDON J.
WHAI, Greenfield, Mass.
LIBBY, JOHN C.
WCOU, Lewiston, Me.
LINDSAY, ART
KXRO, Aberdeen, Wash.
LIVERANCE, R. E.
WAIM, Anderson, S. C.
LIVINGSTONE, CHARLES
WXYZ, Detroit, Mich.
LIVINGSTONE, WILLIAM
Blue
LOEB, MARX
CBS. This Life Is Mine, Romance.
LONDON, LEW
WPEN, Philadelphia, Pa.
LONG, DEANE S.
KXEL, Waterloo, Iowa
LONG, RUSSELL
WCSC, Charleston, S. C.
LOVE, ANDY
Blue, Horace Heidt's Treasure Chest.
NBC. Chase & Sanborn Show.
LOVELESS, WENDELL P.
WMBI, Chicago, Ill.
LOWDER, COL
KLO, Ogden, Utah
LOWREY, AL
KHQ, Spokane, Wash.
LUCAS, PAUL
WTIC, Hartford, Conn.
LUCAS, RUPERT
CBS. Silver Theater.
LUMMIS, GEORGE D.
WHIO, Dayton, Ohio
LUND, VICTOR H.
WAOV, Vincennes, Ind.
LURYE, JAY A.
WDSM, Superior, Wisc.
LYON, DAN
WSYR, Syracuse, N. Y.

— M —

McALLISTER, H. J.
KHQ, Spokane, Wash.
McAVITY, TOM
NBC. Sealtest Village Store.
CBS. Corliss Archer.
McCLAREN, JACK
KTMS, Santa Barbara, Calif.
McCLATCHEY, MERRILL
WWJ, Detroit, Mich.
McGILL, EARLE
CBS
McGRATH, JAMES
WWDC, Washington, D. C.
McGRATH, WM. B.
WNEW, New York, N. Y.
McGUIRE, ARNOLD
CBS. Here's to Romance.
McINTIRE, RUSSELL
WSTP, Salisbury, N. C.
McINTIRE, FRANK
KUTA, Salt Lake City, Utah
McKEE, BURTT
WAPI, Birmingham, Ala.
McLEOD, KEITH
NBC. Red Skelton Show.
McMILLIN, CHARLIE
WTJS, Jackson, Tenn.
MacNAMEE, DOUGLAS
WCCO, Minneapolis-St. Paul, Minn.
McRAE, J. B.
CJRC, Winnipeg, Manitoba
McRAE, ROSS
CKCK, Regina, Sask.
McTIGUE, HARRY
WINN, Louisville, Ky.
McWHORTER, DON
WBLK, Clarksburg, W. Va.
MacDONALD, W. E., "BILL"
KFAB, Lincoln, Nebr.
MacGREGOR, C. P.
Blue. Hollywood Radio Theater.
MacGREGOR, SHERMAN "JOCK"
WOR, New York, N. Y.
MACK, DICK
CBS. Blue Ribbon Town.
MACK, NILA
CBS. Now and Forever, Let's Pretend.
MACK, WAYNE
WGAR, Cleveland, Ohio
MAGNER, MARTIN
WMAQ, Chicago, Ill.
MALCOLM, HOWARD
KHQ, Spokane, Wash.
MALLEN, EDNA
KLX, Oakland, Calif.
MALOY, JACK
WEEI, Boston, Mass.
MANGOLD, MARY
WBUR, Burlington, Ia.
MANN, JOSEPH
WKWK, Wheeling, W. Va.
MARBLE, EVELYN
KIRO, Seattle, Wash.
MARKS, GEORGE
WBBM, Chicago, Ill.
MARQUIS, ARNOLD
NBC. Cavalcade of America.
MARSHALL, JOHN
WLAV, Grand Rapids, Mich.
MARSHALL, WILLIAM
Blue.

MARTIN, CHARLES
Blue, Revlon Review.

MARTIN, DON
WFIL, Philadelphia, Pa.
MATHIS, CHARLES
KELD, El Dorado, Ark.
MAUFFETTE, GUY
CBF, Montreal, Que.
MAXFIELD, JEAN
KYA, San Francisco, Calif.
MAYER, STANLEY
WSON, Henderson, Ky.
MAYORAL, RADAMES
WPAB, Ponce, Puerto Rico
MERCIER, ANTONIO
CHRC, Quebec, Que.
MERDIAN, JOHN L.
WSTU, Steubenville, Ohio
MERKER, CLARENCE
KVEC, San Luis Obispo, Calif.
MERRIDEW, REGINALD
WGAR, Cleveland, Ohio
MICHAELIS, ARNOLD
Blue
MILLAR, CHARLES
CKWS, Kingston, Ont.
MILLER, CHUCK
WHO, Des Moines, Ohio
MILNAR, GENE
KHQ, Spokane, Wash.
MITCHELL, BUD
WJR, Detroit, Mich.
MITCHELL, J. BERTRAND
KOA, Denver, Colo.
MOEGLE, FRED
KARK, Little Rock, Ark.
MONETT, NEG.
KQW, San Jose, Calif.
MONK, KARL
CHEX, Petersborough, Ont.
MOORE, ARTHUR
CBS. Dinah Shore Program.
MOORE, HEYWARD
WCSC, Charleston, S. C.
MOREY, AL
WBBM, Chicago, Ill.
MORGAN, HELEN
KSO, San Francisco, Calif.
MORRIS, JERRY
KOL, Seattle, Wash.
MORSE, CARLTON E.
NBC. One Man's Family.
CBS. I Love a Mystery.
MORSE, F. W.
KLS, Oakland, Calif.
MOSES, JOHN
WHKC, Columbus, Ohio
MOSS, ROBERT
Blue.
MULLEN, BOB
KSFO, San Francisco, Calif.
MUNYON, HARRY
WQAM, Miami, Fla.
MURPHY, WILLIAM
WMAQ, Chicago, Ill.
MURRAY, THOMAS
WHAM, Rochester, N. Y.
MYERS, MARVIN
KGBS, Harlingen, Texas

— N —

NELSON, HOWARD
WDAY, Fargo, N. D.

NICHOLS, ANNE
"Abie's Irish Rose"

NOBLE, CARL
WDAN, Danville, Ill.
NORTH, PAUL
WOLF, Syracuse, N. Y.
NUSBAUM, MORT
WSAY, Rochester, N. Y.

— O —

OBOLER, ARCH
Blue. Holiday 194X.
NBC. Everything for the Boys.

OLMSTEAD, CLARE
NBC. Westinghouse Program.

OLSON, D.
WJR, Detroit, Mich.
OLSON, HARVEY
WDRC, Hartford, Conn.
OLSON, RAY
WOW, Omaha, Nebr.
O'MEARA, CARROLL
CBS. Burns & Allen Show.
OSBORNE, ROY
KRBC, Abilene, Texas
OSGOOD, NANCY
WRC, Washington
OWENS, MOREY
WROK, Rockford, Ill.

— P —

PACK, ALVIN
KDYL, Salt Lake City, Utah
PAGE, ALLAN
KVOO, Tulsa, Okla.
PAGE-WILSON, R.
CJVI, Victoria, B. C.
PAIGE, JACK
WNAX, Yankton, S. D.
PAINTON, KEITH
KMBC, Kansas City, Mo.
PALES, ESTHER
WPAB, Ponce, Puerto Rico
PARCHER, OLIVER
WSBT, South Bend, Ind.
PARKER, BYRON
WIS, Columbia, S. C.
PARKER, JACK
WJIM, Lansing, Mich.
PARKER, SAM
WKAT, Miami Beach, Fla.
PARSONS, ROBERT
WMBI, Chicago, Ill.
PAUL, NORMAN
WROK, Rockford, Ill.
PAYNE, LARRY
WJR, Detroit, Mich.
PECHT, JERRY LEE
KGB, San Diego, Calif.
PENNER, NANCY
WLPM, Suffolk, Va.
PEREZ, ELMO TORRES
WKAQ, San Juan, Puerto Rico
PETERSON, JACK
WIS, Columbia, S. C.
PETERSON, WALTER
KGGM, Albuquerque, N. M.
PFISTER, ROBERTA
KYCA, Prescott, Ariz.
PICKITTS, JAMES
WMRF, Lewiston, Pa.
PIERCE, PAUL
CBS. Stars Over Hollywood.
PIERCE, SAM
KHJ, Los Angeles, Calif., Gracie Fields' Victory Parade.
PLAMADORE, RAY
WKBH, La Crosse, Wisc.
POINDEXER, RUTH
KXRO, Aberdeen, Wash.
POLA, EDDIE
Blue
POLESIE, HERBERT
CBS. The Colonel.
PRICE, JACK
WBNS, Columbus, Ohio
PUDNEY, EARLE
WGY, Schenectady, N. Y.

— Q —

QUINN, LOUIS
Blue. Breakfast at Sardi's, What's Doin' Ladies?
NBC. Fitch Bandwagon.

— R —

RACEY, EARLE
Blue. Al Pearce Show.
RAMSEY, DUANE
KRBC, Abilene, Texas
RAMSEY, H.
CFRN, Edmonton, Alberta
RAYNER, E. W.
CKUA, Edmonton, Alberta
READY, MURIEL
CFOS, Owen Sound, Ont.
REEG, LEONARD
Blue. Lum and Abner, Red Ryder.
REYES, STANLEY
WWL, New Orleans, La.
REYNOLDS, GENE
WBAP, Fort Worth, Texas.
RICE, LORRAINE
WGY, Schenectady, N. Y.
RICHARDSON, WING
WFOY, St. Augustine, Fla.
RICKENBACKER, ACE
WORD, Spartanburg, S. C.
RIDER, MAURY
Blue, Sam Hayes—Spectator.
RIEHL, OLIVER
WCAE, Pittsburgh, Pa.
RILEY, LOWELL
WBNS, Columbus, Ohio
RIPPETOE, FERRELL
WBOW, Terre Haute, Ind.
RISK, SYDNEY
CKUA, Edmonton, Alberta
RIVARD, FRED
WXYZ, Detroit, Mich.
ROBERTS, DON
KTMS, Santa Barbara, Calif.
ROBERTSON, B. G.
KWKH, Shreveport, La.
ROBERTSON, BRUCE
WHB, Kansas City, Mo.
ROBERTSON, JACK
WHAS, Louisville, Ky.
ROBERTSON, LARRY
Blue. What's New?, Hero of the Week.
ROBERTSON, TED
WBBM, Chicago, Ill.
ROBSON, BILL
CBS. Man Behind the Gun.
ROPER, PRES
WCED, DuBois, Pa.
ROSS, L. A.
KOBH, Rapid City, S. D.
ROSSELL, ERNEST
WTRY, Troy, N. Y.
ROWE, RALPH J.
WMT, Cedar Rapids, Ia.
KRNT-KSO, Des Moines, Ia.
RUEGG, FRED
KQW, San Jose, Calif.
RUNIONS, NORMAN
KIRO, Seattle, Wash.

— S —

SANFORD, TONY
Blue. What's New?
SANVILLE, RICHARD
CBS. New Horizons.
SAULPAUGH, EDWIN
Blue.
SAWYER, TOM
NBC, Bob Hope Program.
SAWYER, VERNE E.
KMO, Tacoma, Wash.
SAXTON, LLOYD O.
KFQD, Anchorage, Alaska
SAZ, HARRY
NBC. Ginny Simms Program.
SCHALANSKY, HENRY
KFJZ, Fort Worth, Texas
SCHRAMM, JOHN
Blue.
SCHWARTZ, JULIAN
WSRR, Stamford, Conn.
SCHWEIKHER, FRED
WRC, Washington, D. C.
SCOGIN, J. L., JR.
KEYS, Corpus Christi, Texas
SCOTT, ARCHIE
NBC. Westinghouse Program.
SCOTT, LESLIE
KTUL, Tulsa, Okla.
SCOURBY, NICK
WSRR, Stamford, Conn.
SEAL, BOB
NBC. Bob Hope Show, Those We Love, Jack Benny Program.
SEARS, FRED
KVNU, Logan, Utah
SEAVEY, CECIL
KFEL, Denver, Colo.
SEITZ, F. A.
WFAS, White Plains, N. Y.
SEYDEL, VICTOR
Blue
SHARP, IRVING
WDBJ, Roanoke, Va.
SHARPE, JACK
KEYS, Corpus Christi, Texas
SHAYON, BOB
CBS. Science at Work, This Living World.
SHEA, WILLIAM E., JR.
KPO, San Francisco, Calif.
SHORT, JOSEPH A.
WHCU, Ithaca, N. Y.
SILVA, FRANK
WSAY, Rochester, N. Y.
SILVER, SAM
KFAR, Fairbanks, Alaska
SIMPSON, JACK
WMAQ, Chicago, Ill.
SINGLETON, LUCILE
CBS. Chapel Singers.
SKOTCH, EDWARD D.
WSLS, Roanoke, Va.
KYW, Philadelphia, Pa.
SLATER, TOM
MBS
SMALL, LEON
WSAP, Norfolk, Va.
SMALLEY, JACK
CBS. Fashions in Rations.
SMALLWOOD, EV
CHAB, Moose Jaw, Sask.
SMITH, ART
WNAX, Yankton, S. D.
SMITH, B. A.
WSON, Henderson, Ky.
SMITH, BEASLEY
WSM, Nashville, Tenn.
SMITH, BURRELL
WKIP, Poughkeepsie, N. Y.
SMITH, DICK
WHB, Kansas City, Mo.
SMITH, THOMAS FREEBAIRN
CBS. America—Ceiling Unlimited.
SNELL, GEORGE
KDYL, Salt Lake City, Utah
SONDERGAARD, JIGGS
KICD, Spencer, Iowa
SPENCER, STEWART T.
WPTF, Raleigh, N. C.
SPIEGLE, STANLEY
KXRO, Aberdeen, Wash.
SPIER, WILLIAM
CBS. Suspense.
SPRAGUE, EDGAR
WOSU, Columbus, Ohio
STALLARD, DAL
KCMO, Kansas City, Mo.

STANFORD, ANTONY
Blue. What's New?
CBS. California Carry On.
STANLEY, HOWARD
WTOP, Washington, D. C.
STANLEY, LARRY
KFH, Wichita, Kans.

STARK, RICHARD
Blue

STEPP, T. ELLSWORTH
KOA, Denver, Colo.
STEVENS, ROBERT
Blue.
STIFF, JAMES H.
KBST, Big Spring, Texas
STIFLER, CHARLES
WMRF, Lewiston, Pa.
STONE, WALTER
KBUR, Burlington, Ia.
SUDEMANN, GEORGE
KSO, Des Moines, Ia.
SULLIVAN, JOHN
KFJZ, Fort Worth, Texas
SURIS, DOMINGO COLON
WPAB, Ponce, Puerto Rico
SUTTON, PARKER
KTAR, Phoenix, Ariz
SVEHLA, WALT
WQAM, Miami, Fla.
SWEENEY, BOB
KYA, San Francisco, Calif.
SWEENEY, JOHN G.
WCPO, Cincinnati, Ohio

— T —

TALBERT, HARRY I.
WFOY, St. Augustine, Fla.
TATE, RICHARD
KGO, San Francisco, Calif.
TAYLOR, GLENHALL
CBS. Dinah Shore Program.
TAYLOR, PAT
WMFR, High Point, N. C.
TEEL, ALICE
WJIM, Lansing, Mich.
TERVIT, JEAN
CKNX, Wingham, Ont.
TERWEY, TYS
WNOX, Knoxville, Tenn.
THAD, FRED
WIL, St. Louis, Mo.
THERIAULT, LUCIEN
CBF, Montreal, Que.
THOMPSON, DON
KPO, San Francisco, Calif.
THOMPSON, MARK
WEW, St. Louis, Mo.
THOMPSON, R. W.
WJMC, Rice Lake, Wisc.
THOMSON, REO
CJCA, Edmonton, Alberta
TIES, WAYNE
CBS. Fashions in Rations.
TIMMER, JOHN
WTRC, Elkhart, Ind.
TINGLEY, H. I.
KWNO, Winona, Minn.
TITUS, DAVE
KNX, Los Angeles, Calif. Melodies America Loves, Hello from Hollywood.
CBS. Open House.
TOLL, TED
Blue.
TOZIER, H.
WJR, Detroit, Mich.
TRIBBLE, THOMAS
WSAP, Norfolk, Va.
TUCKER, DICK
WEIM, Fitchburg, Mass.
TUELL, GORDON
KIRO, Seattle, Wash.

— U —

ULMER, MRS. JAMES G.
KGKB, Tyler, Texas
UNDERWOOD, CECIL
NBC. The Great Gildersleeve, Fibber McGee and Molly.
URIE, HURSCHELL
KSUB, Cedar City, Utah

— V —

VANCE, BILL
WLS, Chicago, Ill.
VANDAGRIFT, CARL
WOWO, Ft. Wayne, Ind.
VAN IDERSTINE, AL
CHAB, Moose Jaw, Sask.
VESSEL, BOB
WWVA, Wheeling, W. Va.
VICTOR, DON
KLX, Oakland, Calif.
VINCENT, CHICK
NBC, Pepper Young's Family
VON LINDER, L.
WMT, Cedar Rapids, Ia.
KRNT-KSO, Des Moines, Ia.
VOSS, WILLIAM
Blue.

— W —

WADE, RED
WTIC, Hartford, Conn.
WAGNER, MARY
WBBM, Chicago, Ill.
WALDEN, PAUL E.
KWRC, Pendleton, Ore.
WALKER, LARRY
WBT, Charlotte, N. C.
WALL, GILBERT
WBEN, Buffalo, N. Y.
WALRATH, WALTER W.
WICA, Ashtabula, Ohio
WALSTON, GEORGE
WRRF, Washington, D. C.
WALTER, ROBERT G.
WWNY, Watertown, N. Y.
WANN, PAUL
WDOD, Chattanooga, Tenn.
WARBURTON, CHARLES
Blue.
WARD, ALBERT
CBS. Tales from Far and Near.
WARREN, W. O.
KARK, Little Rock, Ark.
WASSENBERG, BOB
KROW, Oakland, Calif.
WATKINS, DICK
KRGU, Weslaco, Texas
WEAVER, DICK
KROD, El Paso, Texas
WEBBER, BOB
KFAR, Fairbanks, Alaska
WEGENER, EDWARD
WOI, AMES, Ia.
WEGMAN, EDWARD
WEBR, Buffalo, N. Y.
WEIGLE, FRAN
WLAV, Grand Rapids, Mich.
WIEST, GEORGE
Blue
WELLINGTON, JOHN
Blue
WELTMER, FRANK
KTMS, Santa Barbara, Calif.
WERLING, RUPE
WIBG, Philadelphia, Pa.
WHEELER, KEN
WNAC, Boston, Mass.
WHITBY, T. C.
CFLC, Brockville, Ont.
WHITE, DAVE
CBS
WHITE, NORMAN
WJR, Detroit, Mich.
WHITE, ROBERT
Blue
WHITE, ROGER
CBS
WHITNEY, EDWIN
Blue
WICKETT, MARTIN D.
WTOP, Washington, D. C.
WIDNEY, STAN
WHO, Des Moines, Ia.
WIDOM, LT. LEONARD
WCBI, Columbus, Miss.
WILEY, HOWARD
WMAQ, Chicago, Ill.
WILKEY, EUGENE B., JR.
WDOD, Chattanooga, Tenn.
WILLEN, DICK
NBC. Horace Heidt's Treasure Chest.
WILLIAMS, KEN
WFBR, Baltimore, Md.
WILLS, HARRY
WATW, Ashland, Wisc.
WILMARTH, ALBERT E.
KTKC, Visalia, Calif.
WILSON, FRED
WTAM, Cleveland, Ohio
WILSON, J. DONALD
CBS. The Whistler.
WILSON, STU
KHJ, Los Angeles, Calif.
WISOTT, MORRIS
KWAT, Watertown, S. D.
WITTON, H. BLOIS
CFOS, Owen Sound, Ont.

WOLF, ED
Blue, MBS.

WOLFE, CHARLES
WSRR, Stamford, Conn.

WOLF, STANLEY J.
New York, N. Y.

WOODFIELD, W.
CJRC, Winnipeg, Manitoba
WOODWARD, DUTCH
KMMJ, Grand Island, Nebr.
WOOLFRIES. ANDREW G.
WMT, Cedar Rapids, Ia.
KRNT-KSO, Des Moines, Ia.
WORLEY, DAVID R.
KGLU, Safford, Ariz.
WORTH, PEDE
KQW, San Jose, Calif.
WRIGHT, JOHN H.
WBZ-WBZA, Boston, Mass.
WYANT, DAL
WHEB, Portsmouth, N. H.

— Y —

YOUNG, DAVID
NBC. Fitch Bandwagon.
YOUNG, FRANK
WOL, Washington, D. C.
YOUNG, J. J.
WERC, Erie, Pa.

MUSICAL DIRECTORS
Of Stations In The
UNITED STATES and CANADA

When the story of radio's contribution to the winning of the war becomes recorded history the chapter concerning station musical directors will be an impressive one. For it is on the home front that this department is doing an all-out job providing morale-building musical entertainment for war plant workers. That war plant labor-management committees are cognizant of the important job musical directors are doing is indicated by the fact that many plants "pipe in" musical programs throughout the day and night shifts.

Alabama

Anniston, WHMA.....Mrs. Ruby Meigs
Birmingham,
WAPI.....Clo McAlpin
Decatur, WMSL.....John L. Slatton
Mobile,
WALA.....Agnes Pirtle
Montgomery,
WCOV.....Weston Britt
WSFA.....Caldwell Stewart
Muscle Shoals, WLAY.....Sarah Smith
Opelika, WJHO.....Robert Cronander

•

Arizona

Globe, KWJB.....Willard Shoecraft
Phoenix,
KOY.....Alfred Becker
KPHO.....M. C. Reese, Jr.

•

Arkansas

Blytheville, KLCN.....Bob Berryman
Fort Smith, KFPW.....Dorothy Smith
Helena, KFFA.....Doris Trainer
Little Rock, KLRA.....Tom Scott

•

California

Berkeley, KRE.....Harrold Hawley
Beverly Hills, KMPC.....Marie Hodson
Chico, KHSL.....Mabel Swift
Eureka, KIEM.....Jack Andrews
Fresno, KMJ.....Andy Patterson
Long Beach, KGER.....Helene Smith
Los Angeles,
KECA.....Claude Sweeten
KFAC.....Don Otis
KFI.....Claude Sweeten
KFSG.....Esther Stuart
KFWB.....Leon Leonardi
KHJ.....Frank DeVol
KMTR.....Salvatore Santaella
KNX.....Lud Gluskin, Wilbur Hatch
Marysville, KMYC.....Lois Carroll
Oakland, KLX.....Mardelle Peterson
Riverside, KPRO.....Leon F. Drews
Sacramento,
KFBK.....Emil Martin
KROY.....Evangeline Baker
San Diego, KGB.....James Dillon
San Francisco,
KFRC.....Cy Trobbe
KGO.....Phil Bovero
KSFO.....Louise Winter
KYA.....Alfred Frankenstein
San Jose, KQW.....Ernest Gill
San Luis Obispo.....Anthony Ricca
Santa Barabara, KDB.....Kay B. Summers
KTMS.....Carol Lee

•

Colorado

Denver,
KLZ.....Lester Weelans
KMYR.....Vickie Rusletvedt
KOA.....Milton Shrednick
KPOF.....Ruth Staats
Grand Junction, KFXJ.....Toni Mueller

•

Connecticut

Bridgeport,
WICC.....Carl Larson
Hartford,
WDRC.....Sterling V. Couch
New Britain, WNBC.....Maurice Sechtman
WTHT.....Charlotte Anderson
WTIC.....Moshe Paranov
New Haven, WELI.....Clair H. Shadwell
Stamford, WSRR.....Warren Saunders
Waterbury,
WATR.....Edith Sacco
WBRY.....Waldo S. Newberry

District of Columbia

Washington,
WINX.....Tommy Johnson
WMAL.....Sidney
WOL.....Helen Yort
WRC.....Fritz Balzer
WTOP.....Paul Kain
WWDC.....Leonard Friendly

•

Florida

Ft. Lauderdale, WFTL.....Jane Butler
Gainesville, WRUF.....Helen Edwards
Jacksonville,
Lakeland, WLAK.....William P. Lee
Miami, WIOD.....Earle Barr Hanson
WQAM.....Alaine Powell
Miami Beach, WKAT.....Bettye Lee Taylor
Orlando,
WDBO.....Dorothy Morton Parks
St. Augustine, WFOY.....Frankie Collyer Walker
St. Petersburg, WSUN.....Edith Sexton
St. Petersburg, WTSP.....Merwin Houk
Tallahassee, WTAL.....Judson Chapman
Tampa,
WFLA.....Frank Grasso
West Palm Beach, WJNO.....Ruth Shockley

•

Georgia

Atlanta,
WAGA.....Frances Wallace
WATL.....Cliff Cameron
WSB.....Perry Bechtel, Earl Landis
Augusta, WRDW.....Paul Reed
WGST.....Lola Allen Wallace
Columbus, WRBL.....Gertrude Handley
Cordele, WMJM.....Robert C. Lay
Macon, WBML.....Jim Vinson
Savannah,
WSAV.....George Upchurch
WTOC.....Jean Wallace
Waycross, WAYX.....Frank Mitchell

•

Idaho

Boise, KIDO.....Billy Phillips
Twin Falls, KTFI.....Eleanor Kline
Wallace, KWAL.....Glen Whitney

•

Illinois

Aurora, WMRO.....Mary Louise Brown
Chicago,
WAAF.....Helen Compton
WAIT.....E. M. Hinzman
WBBM.....Caesar Petrillo
WEDC.....William P. Brady
WGES.....Erma Gareri
WGN.....Henry Weber
WJJD.....Lee Gillette
WLS.....Phil Kalar
WMAQ.....Roy Shield
Danville, WDAN.....Levin Cummins
East St. Louis, WTMAV.....William Hart
Harrisburg, WEBQ.....Virginia Crane
Peoria, WMBD.....Harould Osborne
Quincy, WTAD.....Edythe Raye
Rockford, WROK.....Lorna Lane
Rock Island, WHBF.....John Gilbert
Springfield, WCBS.....John Geil
WTAX.....Betty Cole
Urbana, WILL.....Lanson F. Demming

•

Indiana

Elkhart, WTRC.....Margaret Ward
Fort Wayne, WGL-WOWO.....Guy Fitzsimmons
Gary, WIND.....Reba Jane Chapman
Hammond, WJOB.....J. Gibbs Spring
Indianapolis,
WFBM.....Walter Reuleaux
WIBC.....Lester Huff
WIRE.....Harry Bason
WISH.....Margaret Pryce
Muncie, WLBC.....June Johnson
South Bend, WSBT.....Harlan Hogan
Terre Haute, WBOW.....Leo Baxter

•

Iowa

Ames, WOI.....Edward Wegener
Boone, KFGQ.....Opal Hartung
Burlington, KBUR.....Mary Mangold
Cedar Rapids, WMT.....Maureen Canavan
Clinton, KROS.....Margery Meinert
Davenport, WOC.....George Sontag
Decorah, KWLC.....Helen Trilhus
Des Moines, WHO.....Don Hovey
KRNT-KSO.....Frank Voeker,
Phyllis Raftery, Eddie Truman
Dubuque, WKBB.....Ethel Carpenter
Fort Dodge, KVFD.....Betty Condon
Marshalltown, KFJB.....Thelma La Valley
Ottumka, KBIZ.....Robert Carlson
Shenandoah,
KFNF.....Perry Douthit
KMA.....Mabel McFarland
Sioux City,
KSCJ.....Miriam Corkhill
KTRI.....Bernice Mahr
Waterloo, KXEL.....George Timm

•

Kansas

Coffeyville, KGGF.....Ozzie Osborne
Dodge City, KGNO.....Herschell Holland
Emporia, KTSW.....Rosalee Askew
Hutchinson, KWBW.....Geraldine Brack
Kansas City, KCKN.....Milan Mahale
Lawrence, KFKU.....Mildred I. Seaman
Manhattan, KSAC.....William Lindquist
Pittsburg, KDAM.....Leota Taylor
Topeka, WIBW.....Maude Shreffler
Wichita,
KANS.....Raymond Shelley
KFH.....Gus Snyder

•

Kentucky

Ashland, WCMI.....Jean Thompson
Bowling Green, WLBJ.....Ann Hamilton
Henderson, WSON.....Stanley Mayer
Hopkinsville, WHOP.....Hellen Carter
Louisville,
WAVE.....Earle Keller
WHAS.....Robert Hutsell
New Albany, WGRC.....Jack Currance

•

Louisiana

New Orleans,
WDSU.....Joseph Schram
WWL.....Irving Vidacovich
Shreveport, KRMD.....Elizabeth Alford

•

Maine

Bangor, WABI.....Harold Dorr
Lewiston, WCOU.....Marion Payne Louisfell
Lewiston, WCOU.....Bertrand Cote

•

Maryland

Baltimore,
WBAL.....Phil Fine
WCAO.....Robert P. Iula
WCBM.....Jack B. Rohr
WFBR.....Joseph Imbriglio
WITH.....Wallace W. Ashley
Hagerstown, WJEJ.....Earl Mentzer
Salisbury, WBOC.....Russell Yohe

Massachusetts

Boston,
WBZ-WBZA ..... Avner Rakov
WEEI ..... Francis E. Bellizia
WNAC ..... Francis J. Cronin
WORL ..... Bob Perry
Greenfield, WHAI ..... Gordon J. Lewis
Holyoke, WHYN ..... Jay Heitin
Worcester, WAAB ..... Francis J. Cronin
Worcester, WTAG ..... Dol Brissette

•

Michigan

Bay City, WBCM ..... Lionel H. DeRemer
Detroit,
WJBK ..... Pete Angel
WJLB ..... Herbert Mertz
WJR ..... Samuel Benavie
WWJ ..... Mischa Kottler
WXYZ ..... Benny Kyte
Flint, WFDF ..... William Geyer
Grand Rapids, WLAV ..... Frann Weigle
WOOD ..... Sandy Meek
Ironwood, WJMS ..... Laura Johnson
Lansing, WJIM ..... Bob Clayton
Lapeer, WMPC ..... Arthur O. Voorheis
Pontiac, WCAR ..... Howard Donahoe
Port Huron, WHLS ..... Lyle Patterson
Traverse City, WTCM ..... Don Mullen

•

Minnesota

Duluth, WEBC ..... John Kleire
KDAL ..... Dick Lawrence
Mankato, KYSM ..... Maurice Piche
Minneapolis,
WCCO ..... Wallace Olson
WDGY ..... Walter Rudd
WLOL ..... Venne Rooney
WTCN ..... Michael Coscio
Northfield, WCAL ..... Oscar R. Overby
St. Paul,
KSTP ..... Leonard Leigh
WMIN ..... Adele Belair
Winona, KWNO ..... Mary Leu

•

Mississippi

Greenville, WJPR ..... Rosie Mock
McComb, WSKB ..... Mrs. B. L. Mathis
Meridian, WCOC ..... Mrs. D. W. Gavin
Natchez, WMIS ..... Harry King Barth

•

Missouri

Joplin, WMBH ..... Stella Lukens
Kansas City,
KCMO ..... Jack Wendover
KMBC ..... P. Hans Flath
WHB ..... Bob McGrew
St. Joseph, KFEQ ..... Dward Moore
St. Louis,
KFUO ..... Gerhardt Schroth
KWK ..... Carl Hohengarten
KXOK ..... Allister Wylie
WEW ..... Ralph Stein
Springfield, KTTS ..... Ray Tad
KWTO ..... Hugh M. Aspinwall

•

Montana

Billings, KGHL ..... Harry Turner
Kalispell, KGEZ ..... Don Treloar

•

Nebraska

Fremont, KORN ..... Jack Newlon
Grand Island, KMMJ ..... Connie Brunsvold
Kearney, KGFW ..... Peg Biber
Norfolk, WJAG ..... Harold Kline
Omaha,
KOIL ..... Teresa Peter
WOW ..... Morton Wells

New Hampshire

Manchester,
WFEA ..... Roger Barrett
WMUR ..... Bert Colter
Portsmouth, WHEB ..... Katherine Gunther

•

New Jersey

Asbury Park, WCAP ..... G. H. Scott
Bridgeton, WSNJ ..... Lowell Ayars
Jersey City,
WHOM ..... J. DeLuca
Newark, WAAT ..... Gus Steck

•

New Mexico

Clovis, KICA ..... R. B. McAlister

•

New York

Albany, WABY-WOKO ..... Carl Miller
Auburn, WMBO ..... Dorothy Bolin
Binghamton, WNBF ..... Donald Grey
Brooklyn,
WLIB ..... Eddy Brown
Buffalo,
WBEN ..... James Freiling
WBNY ..... Art Crosson
WEBR ..... Americo Bono
WGR-WKBW ..... David Cheskin
Elmira, WENY ..... Harry Springer
Freeport, WGBR ..... Al Cheesman
Ithaca, WHCU ..... Harry J. Hennessy
Middletown, WALL ..... Robert E. Lee
Newburgh, WGNY ..... Jane Welch
New York,
WBNX ..... Fred Mendelsohn
WEAF ..... Frank Black
WEVD ..... Nicholas Saslavsky
WHN ..... Don Albert
WINS ..... Henry Sylvern
WJZ ..... Joe Rines
WMCA ..... William Wirges
WMCA ..... Jerry Sears
WNEW ..... Merle Pitt
WNYC ..... Herman Neuman
WOR ..... Alfred Wallenstein
WOV ..... Paul Romeo
WQXR ..... Leon Barzin
Niagara Falls, WHLD ..... Ernie Whistler
Ogdensburg, WSLB ..... Flo Beach Rowe
Rochester,
WHAM ..... Eugene Zacher
WHEC ..... Ken Sparnon
WSAY ..... Viola Brown
Schenectady, WGY ..... E. A. Rice, Frank Glenn
Syracuse,
WAGE ..... Thelma Jean McNeil
WFBL ..... Raymond Gantter
WSYR ..... Murray Bernthal
Troy, WTRY ..... Ernest Rossell
WHAZ ..... A. Olin Niles
Utica, WIBX ..... Walter Griswold
Watertown,
WWNY ..... Rosemary Wolf
White Plains, WFAS ..... Randall Kaler
Woodside, WWRL ..... Adolph Gobel

•

North Carolina

Asheville, WISE ..... Kenneth Beachboard
Charlotte, WSOC ..... Fletcher Austin
Durham, WDNC ..... Mildred Alexander
Goldsboro, WGBR ..... John Britt
Greensboro, WBIG ..... Margaret Banks
Hickory, WHKY ..... Louise Miller
Kinston, WFTC ..... Francis Van Houten
Raleigh, WPTF ..... Leo F. de Sola
Salisbury, WSTP ..... Russell McIntire

Winston-Salem,
WAIR ..... Charles Keaton
WSJS ..... Isabel Shaffer

•

North Dakota

Bismarck, KFYR ..... Curt Dirlam
Fargo, WDAY ..... Mounty Williams
Grand Forks, KILO ..... Blanche Warnken

•

Ohio

Akron,
WADC ..... Charles Herr
Ashtabula, WICA ..... Mary Pavolino
Canton, WHBC ..... Martin Alexander
Cincinnati,
WCKY ..... Charles Mauthe
WCPO ..... Gene Hoctor
WLW ..... Gladys Lee
WLW ..... Milton Weiner
WSAI ..... Milton Wiener
Cleveland,
WCLE ..... Willard Pott
WGAR ..... Walberg Brown
WHK ..... Willard Pott
WJW ..... Donald Kayler
WTAM ..... Lee Gordon
Columbus,
WBNS ..... Lowell Riley
WCOL ..... Janice Hagerty
WHKC ..... Abram Ruvinsky
WOSU ..... Ann Charles
Dayton,
WHIO ..... Henry Lange
WING ..... Charles Reeder
Findlay, WFIN ..... Barbara J. Tyner
Mansfield, WMAN ..... Earl Black
Marion, WMRN ..... Anna Mae Spano
Portsmouth, WPAY ..... Dorothy Page
Springfield, WIZE ..... Martha Fox
Steubenville, WSTV ..... John L. Merdian
WFMJ ..... Col. L. R. Boals
Youngstown, WKBN ..... Dwight Merriam

•

Oklahoma

Ardmore, KVSO ..... Dolly Dutton
Bartlesville, KWON ..... Martha Boucher
Lawton, KSWO ..... Winifred Ross
Muskogee, KRIX ..... Sally Miller
Norman, WNAD ..... Roger Goeb
Oklahoma City, KOMA ..... Mickey Reynolds
KTOK ..... Harold Shreve
WKY ..... Allan Clark
Tulsa,
KOME ..... Alene Campbell
KTUL ..... Lillian Smithline
KVOO ..... Joseph A. O'Neill

•

Oregon

Albany, KWIL ..... Joyce Den Herder
Corvallis, KOAC ..... Richard E. Fuson
Portland,
KALE-KOIN ..... Joseph Sampietro
KBPS-KEX-KGW ..... Abe Bercovitz

•

Pennsylvania

DuBois, WCED ..... Les Ryder
Easton, WEST ..... Eugene Bethman
Erie, WLEU ..... Anthony Conti
WERC ..... Milton Munn
Grove City, WSAJ ..... Stanley Seiple
Harrisburg, WHP ..... David Shoop
Lewistown, WMRF ..... Mary McCoy
Philadelphia,
KYW ..... Clarence Fuhrman
WCAU ..... Johnny Warrington
WDAS ..... Joseph Schreibman
WFIL ..... Norman Black
WIBG ..... Eric Wilkinson
WIP ..... Joe Frasetto
WPEN ..... Joseph Franzosa
Pittsburgh,
KDKA .. Bernie Armstrong, Aneurin Bodycombe
WCAE ..... "Babe" Rhodes
WWSW ..... John Mitchell
Reading, WEEU ..... E. Lester Hoffmaster
Scranton, WARM ..... Frank Keller
Uniontown, WMBS ..... J. Sullivan Sages
Wilkes-Barre,
WBAX ..... Phil Cusick
WBRE ..... Louis Savitt
York, WSBA ..... Harold Shutz

•

Rhode Island

Pawtucket, WFCI ..... Arthur Paquette
Providence, WPRO ..... Edwin F. Drew
WJAR ..... Earl Shean

•

South Carolina

Charleston, WCSC ..... Betty Sturcken
Columbia,
WCOS ..... Moody McElueen
WIS ..... Mary Elizabeth Shealy
Florence, WOLS ..... Claude Putnam
Greenville, WFBC ..... Marcia Wyche
WMRC ..... Jimmy Simpson
Spartanburg, WORD ..... Lea Perrin
WSPA ..... Corinne Kearse

•

South Dakota

Rapid City, KOBH ..... George Bruntlett
Yankton, WNAX ..... Rex Hayes

•

Tennessee

Chattanooga,
WAPO ..... William Krug
WDEF ..... Jean Van Arsdale
WDOD ..... John Tessetore
Jackson, WTJS ..... James Allen
Johnson City, WJHL ..... Henry Frick
Knoxville,
WNOX ..... Jerry Collins
WROL ..... Harry Nides
Memphis,
WMPS ..... Kay Benander
WREC ..... Jesalyn Payne
Nashville,
WLAC ..... Charles Nagy
WSIX ..... Frank Bobo
WSM ..... Beasley Smith, Pietro Brescia

•

Texas

Amarillo,
KFDA ..... Bonnie Bennett
KGNC ..... Frances Jensen
Austin, KNOW ..... Allan Ezell
Beaumont, KRIC ..... Mary Bond Campbell
Brownsville, KEEW ..... Jack Wilson, Jr.
Corpus Christi, KEYS ..... J. L. Scogin, Jr.
Dallas,
KRLD ..... Lawrence H. Morrell
WFAA ..... Karl Lambertz
WRR ..... Ted Parrino
El Paso, KROD ..... H. Arthur Brown
Fort Worth,
KFJZ ..... Frances Kay
KGKO ..... Gene Baugh
WBAP ..... Gene Baugh
Houston,
KPRC ..... K. B. Sloan
KTRH ..... Albino Torres
Lubbock, KFYO ..... Ollie Cook
Midland, KRLH ..... Roy De Wolfe
Pampa, KPDN ..... Lester Aldrich
Port Arthur, KPAC ..... Cliff Bruner

San Antonio,
KMAC.....Hunter Hancock
KTSA.....Rex Preis
Vernon, KVWC.....John Allen
Waco, WACO.....Mary Holiday
Wichita Falls, KWFT.....Lucille Crouch

Utah

Logan, KVNU.....C. Claude Robbins
Ogden, KLO.....Earl Donaldson
Salt Lake City,
KDYL.....Bob Reese
KUTA.....Jessie S. Taylor

Vermont

Waterbury, WDEV.....John Williams

Virginia

Covington, WKEY.....Bill Ward
Danville, WBTM.....Jacqueline Jones
Lynchburg, WLVA.....G. Gale Pearson
Newport News, WGH.....Richard Harrell
Norfolk, WTAR.....Bailey Barco
Richmond,
WMBG.....J. Jehlen
WRNL.....Eddie Weber
Roanoke,
WDBJ.....Eve Nininger
WSLS.....Mavis Overstreet
Suffolk, WLPM.....Sylvia Taylor

Washington

Aberdeen, KXRO.....Bette Boyer
Everett, KEVE.....Daniel Philip
KRKO.....Roy C. Towne
Pullman, KWSC.....Viola Foraker
Seattle,
KEVR.....E. J. Hamilton
KIRO.....Max Dolin
KOL.....Francis Armstrong
KRSC.....Ted Bell
Spokane, KFPY.....Arthur Zepp
KGA-KHQ.....Earl Shinkoskey
Tacoma, KMO.....Marion Kay
Vancouver, KVAN.....Sylvia Chandler
Yakima, KIT.....June Walks

West Virginia

Charleston,
WCHS.....Leah Perry
WGKV.....Gilbert Canfield
Clarksburg, WBLK.....Don McWhorter
Huntington, WSAZ.....Irene Bruce
Parkersburg, WPAR.....Len Carl
Welch, WBRW.....Bob Kelton
Wheeling,
WKWK.....Oliver Edwards
WWVA.....Robert Nesbitt
Williamson, WBTH.....Elizabeth Zimmerman

Wisconsin

Ashland, WATW.....Warren Hites
Fond du Lac, KFIZ.....Lucille Fairbanks
Green Bay, WTAQ.....Sam De Signe
Janesville, WCLO.....Dorothy Alan
Madison,
WHA.....Frederick Fuller
WIBA.....Leon Persson
Milwaukee,
WEMP.....Elmer Ihrke
WISN.....Elmer Krebs
WTMJ.....Maurice Kipen
Racine, WRJN.....Ray Gruis
Rice Lake, WJMC.....R. W. Wells
Sheboygan, WHBL.....Mona J. Pape
Superior, WDSM.....Elma DeMeire
Wausau, WSAU.....Don R. Burt

Wyoming

Rock Springs, KVRS.....Carmen Megeath

Alaska

Anchorage, KFQD.....Ken Laughlin
Fairbanks, KFAR.....Eleanor Hansen

Puerto Rico

Ponce, WPAB.....Domingo Colon Suris
San Juan.....Jose Raul Ramirez

CANADA

Alberta

Grande Prairie, CFGP.....Catherine Young

British Columbia

Kamloops, CFJC.....Bob Hutton
Kelowna, CKOV.....W. H. Stewart
Trail, CJAT.....Mrs. R. Harrod
Vancouver,
CKMO.....D. G. Hill
Victoria, CJVI.....A. R. Smith

Manitoba

CKRC.....R. Alderson
Winnipeg, CKY.....P. H. Richardson

New Brunswick

Moncton, CKCW.....Dr. George Ross
Saint John, CHSJ.....Bruce Holder

Nova Scotia

Antigonish, CJFX.....Margaret MacDonald
Halifax, CHNS.....William Strickland
Sydney, CJCB.....Mrs. A. F. McKinnon

Ontario

Brantford, CKPC.....Frank Holton
Hamilton, CHML.....Philip Tahany
Kingston, CKWS.....Bruce Tremeer
Kirkland Lake, CJKL.....Lyall Jack
North Bay, CFCH.....Warren Robertson
Owen Sound, CFOS.....Marie Keenan
Petersborough, CHEX.....Karl E. Monk
Stratford, CJCS.....C. W. Trethewey
Timmins, CKGB.....Harrison Flint
Toronto,
CBL.....J. M. Beaudet
CFRB.....Wally Armour
CJBC.....J. M. Beaudet
CKCL.....Maurice Dalton Rapkin
Wingham, CKNX.....H. V. Pym

Prince Edward Island

Charlottetown, CFCY.....Mrs. K. S. Rogers

Quebec

Montreal,
CBF-CBM.....J. J. Gagnier
CHLP.....Fernan E. Bergevin
CKAC.....Paul Corbeil
Quebec, CBV.....Capt. T. F. Gapnier
CHRC.....Francoise Rouleau
Sherbrooke, CHLT.....Flossie Dawson
Three Rivers, CHLN.....Jean Laforest

Saskatchewan

Prince Albert, CKBI.....George Kergan
Regina, CJRM.....Sam H. Hillier
Saskatoon, CFQC.....Cy Cairns

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

HOME ECONOMICS DIRECTORS
OF STATIONS IN UNITED STATES AND CANADA

Winning the war on the home front has been an all-out activity of station home economists ever since the war's inception. With rationing and shortages of taken-for-granted items, housewives have received a much-needed helping-hand to tailor the family menu to wartime conditions.

Another much-needed service provided by this department concerned wartime lunches for defense plant workers. The many suggestions and programs built around this one project alone was an educational campaign of tremendous magnitude.

Alabama

Anniston, WHMA ..... Anne Snoddy
Bessemer, WJLD ..... Grace Tutwiler
Earline Tully
Birmingham, WAPI ..... Delmar Bradley,
Earline Tully
Decatur, WMSL ..... Mrs. Reid Sherard
Momile, WMOB ..... Eleanor Boyd Whitelaw
Montgomery,
WCOV ..... Eve Lynn
WSFA ..... Camille Brown

•

Arizona

Phoenix, KOY ..... Maude Longwell
KTAR ..... Betty Ericson
Prescott, KYCA ..... Roberta Pfister
Safford, KGLU ..... Alberta Hunt
Tucson, KTUC ..... Leigh Price

•

Arkansas

El Dorado, KELD ..... Jacqueline Click
Fort Smith, KFPW ..... Mrs. Jack Floyd
Hot Springs, KTHS ..... Hazel Jacobs
Little Rock, KLRA ..... Mina Madden
Texarkana, KCMC ..... Hazel Craig

•

California

Bakersfield, KERN ..... Carolyn Kern
Beverly Hills, KMPC ..... Virginia Mansfield
Chico, KHSL ..... Laurette Fields
Eureka, KXO ..... Jean Jordan
Fresno,
KFRE ..... Francis Quinn
KMJ ..... Pauline Edwards
Long Beach, KFOX ..... Mrs. Vera Morris
Los Angeles
KFI ..... Agnes White
KFVD ..... Violet Schram
KFWB ..... Chef Milani
KGFJ ..... Carolyn Caro
KHJ ..... Norma Young
KMTR ..... Marion Lee, Eugenia Claire
Oakland,
KLX ..... Ruthelie McConnell
KROW ..... Susan Little
Pasadena, KWKW ..... Jean Sterling
Riverside, KPRO ..... H. R. Rutan
Sacramento,
KFBK ..... Katharine Kitchen
KROY ..... Martha Morton
San Diego, KGB ..... Molly Morse
KFMB ..... Shirley Bradley
San Francisco
KFRC ..... Mrs. Josephine Martin
KGO ..... Ann Holden
KJBS ..... Ruth Thompson
KPO ..... Dorothy Rankin
KSAN ..... Ruth Franklin
KSFO ..... Marjorie Trumbull
KYA ..... Ruth Thompson
San Jose, KQW ..... Katherine Kerry
San Luis Obispo, KVEC ..... Helen Fisher
Santa Barbara, KTMS ..... Mary Baciu
Santa Rosa, KSRO ..... Elaine Swain
Stockton, KWG ..... Marjorie Lee
Watsonville, KHUB ..... Martha Norton

•

Colorado

Denver
KFEL ..... Salome Hansen
KLZ ..... Velma Michener
KMYR ..... Hazel Heaver
KOA ..... Evadna Hammersley
Grand Junction, KFXJ ..... Mildred Fuller
Greeley, KFKA ..... Dorothy Baldwin MacClary
La Junta, KOKO ..... Frances Robinson

•

Connecticut

Hartford
WNBC ..... Jan Miner
WTHT ..... Una King
WTIC ..... Ruth Provan
New Haven, WELI ..... Janet Slayton
Stanford, WSRR ..... N. Dougherty
Waterbury, WBRY ..... Fay Clark

•

Delaware

Wilmington, WDEL ..... Mary McCauley
WILM ..... Barbara Wright

District of Columbia

Washington
WTOP.....Elinor Lee
WOL.....Eleanor Howard
WRC.....Mary Mason
WWDC.....Mary Dorr

•

Florida

Gainesville, WRUF.....Mary Eliza Kephart
Jacksonville, WPDQ.....Anne Daily
WJHP.....Alice Withee
Miami
WIOD.....Jane Butler
WQAM.....Alaine Powell, Lynn Fox
Ocala, WTMC.....Joyce Dice
Orlando
WDBO.....Myrtle Carry
WLOF.....Barbara Brown
Panama City, WDLP.....Dorothy Story
Pensacola, WCOA.....Vera Lawbaugh
St. Augustine, WFOY.....Frankie Collyer Walker
Sarasota, WSPB.....Katherine Blackshear
Tampa, WFLA.....Barbara San

•

Georgia

Albany, WALB.....Mildred Huie
Atlanta, WAGA.....Mary Lucille
Augusta,
WGAC.....Melba Sparks
WRDW.....Eileen Stulb
Cedartown, WGAA.....Rowena Whitfield
Columbus, WRBL.....Anice Wismer
Gainesville, WGGA.....Nancy Thompson
Macon, WBML.....Rosemary Jones
Savannah, WTOC.....Martha Miller
Waycross, WAYX.....Robbie Lee Chastain

•

Idaho

Boise, KIDO.....Ann Herbert
Nampa, KFXO.....Barbara Dick
Twin Falls, KTFI.....Eleanor Kline
Wallace, KWAL.....Lillian Samms

•

Illinois

Aurora, WMRO.....Dorothy O'Brien
Bloomington, WJBC.....Peggy Payne
Champaign, WDWS.....Katherine Sherrick
Chicago
WAAF.....Halloween Martin
WAIT.....Helen Dean
WEDC.....Sophie V. Brady
WGN.....June Baker
WLS.....June Merrill
WMAQ.....Elizabeth Hart
Decatur, WSOY.....Easter Straker
East St. Louis, WTMV.....Jane Foster
Harrisburg, WEBQ.....Virginia Sidell
Herrin, WJPF.....June Janess
Jacksonville, WLDS.....Eureath Freyermuth
Joliet, WCLS.....Marcia Mitchell
Quincy, WTAD.....Marian Sexton
Rockford, WROK.....Olga Johannes
Rock Island, WHBF.....Kay Davis
Springfield, WCBS.....Mary L. Dilley
Urbana, WILL.....Jesse Heathman

Indiana

Elkhart, WTRC.....Mary Thompson
Fort Wayne
WGL.....Sue Gibson
WOWO.....Jane Weston
Hammond, WJOB.....Margaret Frye
Indianapolis
WFBM.....Rose Lee Farrell
WIBC.....Jane Day
Lafayette, WASK.....Vianna Bramlett
New Albany, WGRC.....Charlotte Falkner
South Bend, WSBT.....Mrs. J. B. Riley
Vincennes, WAOV.....Aline Arnold

•

Iowa

Ames, WOI.....Martha Duncan
Boone, KFGQ.....Nellie Workman
Burlington, KBUR.....Mary Mangold
Cedar Rapids, WMT.....Libbie Vaughan
Clinton, KROS.....Darlene Gordon
Davenport, WOC.....Mary Louise Marshall
Des Moines
KSO.....Helen Watts Schreiber
WHO.....Dorothy Dale
Dubuque, WKBB...Sister Mary St. Clara, B.V.M.
Fort Dodge, KFVD.....Norma Shearer
Ottumwa, KBIZ.....Phyllis Pelletier
Shenandoah, KMA.....Leanna Driftmier, Edith Hansen
Spencer, KICD.....Zelda Anderson
Waterloo, KXEL.....Jane Foster

•

Kansas

Atchison, KVAK.....June Lee
Dodge City, KGNO.....Mrs. Florence Carrier
Emporia, KTSW.....Miriam Porter
Garden City, KIUL.....Marion Lee Ball
Hutchinson, KWBW.....Frances Everitt
Kansas City, KCKN.....Olive Osborn
Lawrence, KFKU.....Viola Anderson
Salina, KSAL.....Helen Geis
Wichita, KFSI.....Bette Clarke

•

Kentucky

Harlan, WHLN.....Eula Jones
Henderson, WSON.....Rebecca Leigh
Hopkinsville, WHOP.....Bonnie Bessire
Louisville, WHAS.....Cissy Gregg
Paducah, WPAD.....Betty Ann Clement

•

Louisiana

Alexandria, KALB.....Dorothy Alden
New Orleans,
WDSU.....A. Arthur
WWL.....Penny Hill, Suzanne Javeau

•

Maine

Lewiston, WCOU.....Roselle Coury
Portland, WCSH.....Nancy King
WGAN.....Dorothy Wadman
Presque Isle, WAGM.....Duska Glidden

•

Maryland

Baltimore
WCAO.....Bettie McCall
WCBM.....Helen Hall
WFBR.....Martha R. Temple
WITH.....Eva Ve Verke
Cumberland, WTBO.....Margaret Lynch

Massachusetts

Boston
WBZ-WBZA.....Mildred W. Carlson, Marjorie Mills, Imogene Wolcott
WEEI.....Heloise Parker Broeg
Fitchburg, WEIM.....Dorothy McKittrick, Madeline Wolfe
Greenfield, WHAI.....Ann Erickson
Holyoke, WHYN.....Helen Hope
Hyannis, WOCB.....Marion Crowell
Lawrence, WLAW.....Irene F. Morgan
Lowell, WLLH.....Ann Bradford
Springfield, WMAS.....Ethel Henin
Worcester, WTAG.....Mildred Bailey,

•

Michigan

Bay City, WBCM.....Frances Patterson
Detroit, WKAR.....Jeanette Lee
East Lansing, WKAR.....Jeanette Lee
Ironwood, WJMS.....Rose Isaac
Kalamazoo, WKZO.....Evelyn Courtney
Lansing, WJIM.....Judy Holiday
Muskegon, WKBZ.....Elsie Buttrick
Port Huron, WMLS.....Anne B. Coushaine
Saginaw, WSAM.....Lou Sherry

•

Minnesota

Albert Lea, KATE.....Kay Bonner
Duluth, WEBC.....Elinor Barney
KDAL.....June Lange
Mankato, KYSM.....Irene Michael
Minneapolis-St. Paul,
WCCO.....Madge Brown
WDGY.....Ruth Sherman
WLB.....Ralph T. Backstrom
WTCN.....Ann Ginn
St. Paul, KSTP.....Bee Baxter
Virginia, WHLB.....Jewell Parsons
Winona, KWNO.....Marjorie Mitchell

•

Mississippi

Columbus, WCBI.....Ruth Etheridge
Greenville, WJPR.....Sallie Kellner
Hattiesburg, WFOR.....Betty Baker
Jackson, WSLI.....Nancy Chambers

•

Missouri

Hannibal, KHMO.....Betty Huston
Joplin, WMBH.....June Darby
Kansas City
KCMO.....Anne Hayes
KMBC.....Nancy Goode
WDAF.....Dorothy Crew
Poplar Bluff, KWOC.....Helen Peterson
St. Louis
WEW.....Louise Munsch
WIL.....Kay Morton
Sedalia, KDRO.....Betty Page
Springfield, KTTS.....Kathleen Peters
KWTO.....Dorothy Martin

•

Montana

Missoula, KGVO.....Erin Day

Nebraska

Fremont, KORN.....Esther Hosterman
Grand Island, KMMJ.....Jane Anderson
Kearney, KGFW.....Marjorie Davis
Lincoln, KFAB.....Jessie Young
Norfolk, WJAG.....Mary Moore
Omaha
KOIL.....Belle West
KOWH-WOW.....Martha Bohlson
Scottsbluff, KGKY.....Arline Johnson

•

New Hampshire

Laconia, WLNH.....Marie Forsberg
Manchester, WMUR.....Betty Leary
Portsmouth, WHEB.....Lee Spencer

•

New Jersey

Asbury Park, WCAP.....Georgianne Burley
Atlantic City,
WBAB.....Peggy Johnson
WFPG.....Hazel Hartman
Jersey City, WHOM.....Martha Ley, Eleanor Zabeltovich

•

New Mexico

Albuquerque, KGGM.....Isabel Kern
KOB.....Mary McConnell
Clovis, KICA.....Bonnie Cook
Las Vegas, KFUN.....Dorothy G. Thwaites

•

New York

Albany,
WABY.....Judy James
WOKO.....Louise Benay
Batavia, WBTA.....Harriette J. Taylor
Binghamton, WNBF.....Sarah Burbank
Buffalo, WEBR.....Elinor Fahrenholz, Esther Huff
Ithaca, WHCU.....Eileen Winchell
Jamestown, WJTN.....Helen Carr
Kingston, WKNY.....Everice Parsons
Newburgh, WGNY.....Genevieve Judy
New York
WABC.....Margaret Arlen
WEAF.....Mary M. McBride
WHN.....Adrienne Ames
WINS.....Dorothy Day
WMCA.....Isabella Beach
WJZ.....Alice Maslin
WOR.....Bessie Beatty, Pegeen Fitzgerald, Martha Deane, Alfred McCann, Dr. Walter Eddy, Imogene Woolcott
WQXR.....Charlotte Adams
Niagara Falls, WHLD.....Clarice Johnston
Olean, WHDL.....Mae Brown
Rochester
WHAM.....Hazel Cowles
WHEC.....Marian Karasick
WSAY.....Marian Karasick
Saranac Lake, WNBZ.....Ruth O'Connell
Schenectady, WGY.....Martha Brooks,
Syracuse
WOLF.....Gertrude Buckland
WSYR.....Barbara Blake
Troy, WTRY.....Mary Gaynor
Utica, WIBX.....Elizabeth Odames
Watertown,
WATN.....Mrs. Clara Bell
WWNY.....Joy Cole
White Plains, WFAS.....Mary Anna Logan
Woodside, WWRL.....Marion Steinle

North Carolina

Asheville, WISE.....Leahman Fair Wall
Burlington, WBBB.....Johney Wagner
Charlotte, WSOC.....Margaret Walker
WAYS.....Estelle Cuddy
Durham, WDNC.....Doris Brommage
Greenville,
WGTC.....Frances Simpson
WMRC.....Frances Meyers
Goldsboro, WGBR.....Martie Swanson
Greensboro, WGBG.....Marie Craven
High Point, WMFR.....Eleanor Powell
New Berne, WHIT.....Jacquelyn Melton
Roanoke Rapids, WCBT.....Mamie Nash
Washington, WRRF.....Ruth Frank
Wilson, WGTM.....Mina Ray Williams
Winston-Salem, WAIR...Marvel Carter Campbell

•

North Dakota

Grand Forks, KFJM.....Fay Lufkin
Minot, KLPM.....E. H. Cooley
Valley City, KOVC.....Lois Laine

•

Ohio

Akron
WADC.....Glad Henri
WAKR.....Ann Parker
WVW.....Jean Law
Ashtabula, WICA.....Elinor Mirabell
Cincinnati
WCPO.....Evelyn Evans, Betsey Dennis
WKRC.....Georgia Gray
WSAI.....Ruth Lyons
Cleveland
WHK-WCLE.....Eleanor Hanson
WGAR.....Ruth Merriam Wells
WTAM.....Jean Colbert
Columbus
WBNS.....Fern Sharp
WCOL.....Rhea McCarty
WHKC.....June Rosen
Lima, WLOK.....Katherine Goeke
Marion, WMRN.....Madge L. Cooper
Portsmouth, WPAY.....Lucille Graham
Springfield, WIZE.....Francis Williamson
Steubenville, WSTV.....Jane McHugh
Toledo
WSPD.....Mrs. Norma Lane
WTOL.....Dorothy Peterson
Warren, WRRN.....Keren Friedman
Zanesville, WHIZ.....M. Weber

•

Oklahoma

Elk City, KASA.....Betty Adams
Enid, KCRC.....Margie Kaye
Muskogee, KBIX.....Irene Doan
Norman, WNAD.....Helen Cullins
Oklahoma City
Koma.....Helen B. Schuyler
WKY.....Mart Adams
Ponca City, WBBZ.....Kay Kollins
Shawnee, KGFF.....Maxine Eddy
Tulsa, KVOO.....Jane Austin
KTUL.....Mildred Gillespie

•

Oregon

Albany, KWIL.....Betty Lou Wilbanks
Astoria, KAST.....Abbie Smith
Baker, KBKR.....Grace Baer
Corvallis, KOAC.....Mrs. Zelta Rodenwold
Eugene, KORE.....Evelyn Pohll
Grant's Pass, KUIN.....Ruth E. Crawford
La Grande, KLBM.....Jayne Moss
Pendleton, KWRC.....Rondi O'Gara
Portland
KEX-KGW....Ruth Forbes, Barbara Hathaway
KWJJ.....Althee Renwick, Rita Othus
KXL.....Peggy Williams
Roseburg, KRNR.....Iris Helliwell
Salem, KSLM.....Maxine Buren

•

Pennsylvania

Butler, WISR.....Gladys Borne
Du Bois, WCED.....Virginia Wade
Easton, WEST.....Pauline A. Davis
Erie, WLEU.....Joan Clark
WERC.....Carol Mason
Johnstown, WJAC.....Jane Simmons
New Castle, WKST.....Peggy Boughter
New Kensington, WKPA.....Toni Lee
Philadelphia
KYW.....Ruth Welles, Betty Jordan
WCAU.....Ruth Chilton
WFIL.....Anice Ives, Jessie Young
WHAT.....Betty Newbold
WIBG.....Zella Harper
Pittsburgh
KDKA.....Evelyn Gardiner
WCAE.....Lillian Malone
Uniontown, WMBS.....Mary E. Anderson
Wilkes-Barre, WBAX.....Susan Smith

•

South Carolina

Anderson, WAIM.....Francis Johnson
Columbia, WCOS.....Pricilla Dunn
Charleston
WCSC.....Gladys Sage
WTMA.....Alicia Rhett
Florence, WOLS.....Laurie Clark
Greenville, WFBC.....Alice Wyman
Spartanburg, WSPA.....Jane Dalton
WORD.....Mary Moritz
Sumter, WFIG.....Sally Pierce

•

South Dakota

Yankton, WNAX.....Wynn Hubler

•

Tennessee

Bristol, WOPI.....Marjorie Freels
Chattanooga, WDOD.....Billie Ansel
Johnson City, WJHL.....Alice Friberg
Knoxville, WNOX.....Martha Ross
Memphis, WHBQ.....Kay Allen
Nashville, WSIX.....Sibyl Harris

•

Texas

Abilene, KRBC.....Anne O. Smart
Brownsville, KEEW.....Ethel Cummins
College Station, WTAW.....Evelyn Branigan
Big Spring, KBST.....Jo Ann Switzer
Dallas, WRR.....Alta Faye Lackland
KRLD.....Albertine Berry
El Paso, KTSM.....Mrs. J. F. Kemendo
Fort Worth, KFJZ.....Mary Louise Ware
Galveston, KLUF.....Mrs. Helen D. Clough
Harlingen, KGBS.....Frances George
Houston
KPRC.....Alfred Daniel
KTRH.....Clara Fiquet
Huntsville, KSAM.....Ann Curry
Lubbock, KFYO.....Jimmie Hopson
Palestine, KNET.....M. Stevens
Paris, KPLT.....Ladelle McDowra
San Antonio, KTSA.....Violet Short
WOAI.....Jane Rowley

Utah

Cedar City, KSUB.....Jean Gronnert
Provo, KOVO.....Gertrude Wiseman
Salt Lake City
KDYL.....Mildred Baker
KUTA.....June Lee

•

Vermont

Burlington, WCAX.....Janet Hackwell
Danville, WBTM.....Dale Carter
St. Albans, WWSR.....Cecile Crandall

•

Virginia

Harrisonburg, WSVA.....Mary Dixon
Martinsville, WMVA.....Priscilla Lambeth
Newport News, WGH.....Lee Bailey
Roanoke, WSLS.....Virginia Krebs
Suffolk, WLPM.....Elizabeth Beale
Winchester, WINC.....Marion Park

•

Washington

Aberdeen KXRU.....Ruth Poindexter
Centralia-Chehalis, KELA.....Ruth Eyers
Everett, KEVE.....Mrs. J. L. Fritsche
Olympia, KGY.....Therese Olsen
Pullman, KWSC.....Inez Arnquist
Seattle,
KIRO.....Charlotte Musgrave, Marion Guinn
KJR—KOHO.....Ann Sterling
KOL.....Ann Bowden, Florence Clements
KXA.....Helen Brennan
Spokane,
KFIO.....Ruby Rand
KFPY.....Edna Storms Moody
KHQ.....Lucile Eddy
KGA.....Lucile Eddy
Tacoma, KVI.....Maurine Tuttle
KMO.....Gail Clark, Ruth Reisner
Walla Walla, KUJ.....Virginia Van Hoy Lyon

•

West Virginia

Beckley, WJLS.....Jean Law
Charleston,
WCHS.....Melva Graham
WGKV.....Nancy Flournoy
Clarksburg, WBLK.....Jane B. Matthews
Fairmont, WMMN.....Betty May
Huntington, WSAZ.....Pat Wilson
Logan, WLOG.....Dorothy Armstrong
Morgantown, WAJR.....Connie Osborne
Welch, WBRW....Ashton Light, Mary Del Signor

•

Wisconsin

Ashland, WATW.....Anne Wills
Eau Claire, WEAU.....Betty Moskewitz
La Crosse, WKBH.....Cora Hauser
Madison, WHA.....Aline Hazard
Medford, WIGM.....Sigrid Enstad
Milwaukee, WISN.....Mary Ann LeMay
WEMP.....Frieda Krieg
Rice Lake, WJMC.....I. O. Hembre, Lois Strahm
Superior, WDSM.....Myrna McCauley
Wausau, WSAU.....Lenore DeVries
Wisconsin Rapids, WFHH.....Helen Thompson

•

Wyoming

Cheyenne, KFBC.....Helene Wentzel
Powell, KPOW.....Rosemary C. Meyer
Rock Springs, KVRS.....Ann Cook
Sheridan, KWYO.....Nova Spracklin

Alaska

Fairbanks, KFAR.....Miriam Dickey

•

HAWAII

Lihue, KTOH.....Esther Ruggland, Mrs. Florence Ferenandez

•

CANADA

Alberta

Edmonton, CFRN.....Betty Stewart
CKJA.....Grace Duggan
CJCA.....June Sutherland
Grand Prairie, CFGP.....Betty Stewart
Lethbridge, CJOC.....Helen Anderson

•

British Columbia

Victoria, CJVI.....June Bevin

•

New Brunswick

Campbellton, CKNB.....Margaret Taylor
St. John, CHSJ.....Mrs. Maud C. Esty

•

Nova Scotia

Antigonish, CJFX.....Zita O'Hearn Cameron

•

Ontario

Fort William, CKPR.....Betty Copley
Brantford, CKPC.....Mrs. J. Gallant
Brockville, CFLC.....H. M. Everetts
Chatham, CFCO.....Gwen Nicholls
Kirkland Lake, CJKL.....Mirna Sturgess
Kingston, CKWS.....Anne Wiasi
Kitchener, CKCR.....Jean Whiteside
North Bay, CFCH.....Ray Doherty
Owen Sound, CFOS....Isabel Doyle, Muriel Ready
Petersborough, CHEX.....Ruth Panter
Prescott, CFLC.....Helen Everetts
Windsor, CKLW.....Myrtle Labbitt
Wingham, CKNX.....Marg Brophy

•

Prince Edward Island

Charlottetown, CFCY.....Mrs. R. F. Large
Summerside, CHGS.....Mrs. Irene Dickie

•

Quebec

Montreal
CFAC.....Roberta Beatty
CFCF.....Roberta Beatty
CKAC.....Odette Oligny
CHLP.....Nita d'Arcy, Denise Dubar
Quebec, CHRC.....Claire Gagne
CKCV.....Elaire Montrevil
Rouyn-Noranda, CKRN.....Pat Sowerby

•

Saskatchewan

Moose Jaw, CHAB.....Barbara Wells
Prince Albert, CKBI.....Aline Rousseau
Regina
CJRM.....Mrs. H. Martenson
CKCK.....Audrey Counsell

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

Motion Picture Commentators of Stations in the United States

(*Courtesy of the* 1944 Film Daily Year Book)

Alabama

Anniston:
WHMA—Raymond Watson.
Birmingham:
WAPI—Lionel F. Baxter.
WBRC—Margaret Cotten.
Montgomery:
WSFA—John B. Demotte.
Muscle Shoals:
WIAY—Becky Burns.
Selma:
WHBB—Marshall Parsons, Jr.
Opelika:
WJHO—Hugh Webb.

Arizona

Phoenix:
KOY—Dale M. Riley.
KTAR—Virginia Ricks.
Prescott:
KYCA—Roberta M. Pfister.
Safford:
KGLU—Lester McBride.
KGLU—Norman B Harrington
KGLU—Willard Shoecraft.
Tucson:
KTUC—Eileen Floreen.

Arkansas

El Dorado:
KELD—J. R. Duerson.
Helena:
KFFA—Rosalind Mundt.
Fort Smith:
KFPW—Louise Sewell.
Hot Springs:
KTHS—Frank A. Browne.

California

Berkeley:
KRE—Dick Brill.
Beverly Hills:
KMPC—Joe Tonner.
KMPC—Frank Robinson Brown.
KMPC—Sam McKay.
Chico:
KHSL—"Woody" Woodling.
Fresno:
KFRE—Francis Quinn.
Hollywood:
KMTR—Irwin Allen.
KMTR—Eugenia Claire Smith.
KMTR—Kenneth O. Tikham.
KNX—George Fisher.
KNX—Hedda Hopper.
Los Angeles:
KECA—Erskine Johnson.
KMTR—Irwin Allen.
KRKD—Glad Hall.
Merced:
KYOS—Jo Ann Evans.
Oakland:
KLX—Harry Koplan.
Riverside:
KPRO—Grant Holcomb, Jr.
San Diego:
KFMB—Marion Whitney.
KGB—Molly Morss.
San Francisco:
KQW—Eddie Tabor.
KQW—Ira Blue.
KSFO—"Monica"
KYA—Jack Temple.
Santa Barbara:
KTMS—Stell Hollowell.

Colorado

Denver:
KFEL—Bob Cornwell.
KMYR— Jim Hawthorne.
KMYR—Bill Butterfield.
Durango:
KIUP—Raymond M. Beckner.

Connecticut

Bridgeport:
WICC—Denise Keller.
Stamford:
WSRR—Aime Gauvin.

District of Columbia

Washington:
WOL—Charlie Zurhorst.
WOL—Walter Compton.
WOL—Russ Hodges.
WOL—Eleanor Howard.
WTOP—Martha Baker.
WWDC—Vera Ash.

Florida

Fort Myers:
WFTM—June Warner.
Jacksonville:
WMBR—Ann Evans.
WPDQ—Anne Daily.
Miami:
WQAM—Leslie T. Harris.
WQAM—Alaine Powell.
Ocola:
WTMC—Flavius J. Yandle.
Orlando:
WDBO—W. G. McBride.
WDBO—Sally Martin.
WDBO—Myrtle Carry.
WOLF—Barbara Brown.
Panama City:
WDLP—Edward J. Conture.
WDLP—Eddie Pierce.
Pensacola:
WCOA—Vera K. Lawbaugh.
St. Augustine:
WFOY—Anne Bernice Nachtmann.
Sarasota:
WSPB—Jayne Taylor.
Tallahassee:
WTAL—Mary Charles Fendley.
Tampa:
WFLA—Paul M. Jones.
WFLA—Barbara San.
WFLA—Patsy Kent.
West Palm Beach:
WJNO—Josephine McQuillin.

Georgia

Albany:
WALB—Mrs. Mildred Cann.
Augusta:
WRDW—Ben Lucas.
WRDW—Sara Twiggs.
Cedartown:
WGAA—Jean Brooks.
WGAA—Bob Wesley.
WGAA—Rowena Whitfield.
Columbus:
WRBL—Miss Billie Wismer.
WRBL—Jack Gibney.
Cordele:
WMJM—Elwela Powers.
Gainesville:
WRUF—Marion Morris.
Macon:
WMAZ—Mrs. Piercy Chestney.
WBML—Rosemary Lyons Jones.
Rome:
WRGA—Kitty Alford.

Illinois

Aurora:
WMRO—Miss Lee Isom.
Bloomington:
WJBC—Frank Strand.
Chicago:
WBBM—Nate Gross.
WEDC—Marian Whitney.
WEDC—Elinor Ainsworth.
WJJD—Ruth Shaneen.
WLS—Wilma Gwilliam.
Decatur:
WSOY—Dorothy Masterson.
Galesburg:
WGIL—Bob Gibson.
Herrin:
WJPF—June Janess.
East St. Louis:
WTMV—Donna Lee.
Harrisburg:
WEBQ—Harold Cook.
WEBQ—Virginia Crane.
Herrin:
WJPF—June Janess.
Jacksonville:
WLDS—Becky Vaughan.
WLDS—Edgar Parsons.
Joliet:
WCLS—Marcia Mitchell.
Tuscola:
WDZ—Fran Booton.

Indiana

Gary:
WIND—Bob Diller.
Indianapolis:
WIBC—Jane Day.
WIRE—Martha Meadows.
Lafayette:
WBAA—Gilbert D. Williams.
Vincennes:
WAOV—Aline Arnold.

Iowa

Burlington:
KBUR—Mary Weaver.
KBUR—Ray Bennett.
Cedar Rapids:
WMT—Wanda Montz.
Davenport:
WOC—Margaret Sebastian
Des Moines:
KSO—Betty Wells.
Dubuque:
KDTH—Jane Thomas.
WKBB—Gleason E. Kistler.

Mason City:
KGLO—Bob Lewis.
Ottumwa:
KBIZ—Harry Colman.
KBIZ—Winn Colman.
Sioux City:
KTRI—Maxine Dierking.
Spencer:
KICD—Leo G. Rasmussen.

Kansas

Hutchinson:
KWBW—Vern Minor.
Kansas City:
KCKN—Dorothy Quinan.
KCKN—Ruth Royal.
KCKN—Marie Louise Schroder.
Pittsburg:
KOAM—Don M. Taylor.
Wichita:
KANS—Josephine Wright.
KFBI—Bette Clarke.

Kentucky

Bowling Green:
WLBT—Ann Hamilton.
WLBT—Helen Given.
Harlan:
WHLN—Vernan Nunn.
Paducah:
WPAD—Gene Peak.

Louisiana

Baton Rouge:
WJBO—Mary deVane.
WJBO—Ralph Sims.
WJBO—Eleanor Tatum.
Lafayette:
KVOL—Allison J. Theriot.
New Orleans:
WJBW—C. Carlson.
WWL—Jill Jackson.

Maine

Bangor:
WLBZ—Lorraine DesIsles.
Lewiston:
WCOU—Roselle Coury.

Maryland

Baltimore:
WCAO—Frank Fan.
WITH—George Browning.
Cumberland:
WTBO—Phillis Bord Brown.
Frederick:
WFMD—Bill McDonald.
WFMD—James F. Crist.
Salisbury:
WBOC—Lonny Starr.

Massachusetts

Boston:
WBZ—George W. Slade.
WCOP—Russell E. Offhaus.
WEEI—Priscilla Fortescue.
WORL—Mary Ruth.
Fitchburg:
WEIM—Joan Shirlee.
Greenfield:
WHAI—Arthur Jones.
Lowell:
WLLH—Betty Chalmers.
Springfield:
WMAS—Ethel B. Henin.
West Yarmouth:
WOCB—Frances B. Blake.
Worcester:
WTAG—Jimmy Lee.

Michigan

Port Huron:
WHLS—Harmon L. Stevens.
WHLS—Mrs. George Owen.
Saginaw:
WSAM—Janice Widmoyer.
Sault Ste Marie:
WSOO—Frank F. Firnschild.

Minnesota

Mankato:
KYSM—Audrey Holmes.
KYSM—Patricia O'Brien.
Minneapolis:
WDGY—Barbara Flanagan.
St. Cloud:
KFAM—Hubert Hugo Warner.
St. Paul:
WMIN—Bruce G. Hayward.
Willmor:
KWLM—Herb Hengstler.

Mississippi

Columbus:
WCBI—Yvonne Brisbane.
Greenville:
WJPR—Sallie Kellner.
McComb:
WSKB—John Cunningham.
WSKB—Paul Simpkins.
Natchez:
WMIS—Myra Boudreau.

Missouri

Hannibal:
KHMO—Betty Huston.
Kansas City:
KCMO—Margaret Hillias.
WHB—Jetta Carleton.
Poplar Bluff:
KWOC—Joe Roman.
St. Charles:
KMOX—Katherine Darst.
KMOX—Frances Casement.
St. Louis:
WEW—Ann Vinson.
WEW—Louise Munsch.
Springfield:
KTO—Miss Jerry Thrailkill.

Montana

Kalispell:
KGEB—Don Treloar.

Nebraska

Grand Island:
KMMJ—Dick Yarnall.
KMMJ—George C. Kister.

Nevada

Reno:
KOH—Robert Regent.

New Hampshire

Laconia:
WLNH—Sherwin Greenlaw.
WLNH—Margery Webster.
Portsmouth:
WHEB—Winslow Bettinson
WHEB—Mrs. Lee Spencer.

New Jersey

Atlantic City:
WFPG—Edgar A. Sweet.
WFPG—Ethel Rattay.
Bridgeton:
WSNJ—Donald C. Hart.
Camden:
WCAM—Dayton Lummis.
WCAM—Walter A. Maguire.

New Mexico

Albuquerque:
KOB—Mary McConnell.
Clovis:
KICA—Grady Maples.
Hobbs:
KWEW—Chet L. Gonce.
Roswell:
KGFL—Frank W. Joyce.
KGFL—Howard Brown.

New York

Albany:
WABY—Louise Benay.
Batavia:
WBTA—Dick Driscoll.
WBTA—Jean Switendick.
Binghamton:
WNBF—Dottie Baker.
WNBF—Wally Buman.
WNBF—Henry Sawtelle.
Buffalo:
WBEN—Jack Paar.
WEBR—Edward J. Wegman.
Ithaca:
WHCU—Eileen Winchell.
Jamestown:
WJTN—Mrs. Helen Carr.
Middletown:
WALL—Bob Lee.
New York:
WBNX—Jack Mitchell.
WEVD—Mark Toby.
WEVD—Allan Black.
WHN—Adrienne Ames.
WINS—Stephen Garrett.
WINS—Judith Allen.
WJZ—Nancy Booth Craig.
WJZ—Ed East.
WLIB—Clifford Evans.
WMCA—Julius Colby.
WMCA—Ethel Colby.
WNEW—Paula Stone.
WOV—Diana Baldi.
Newburgh:
WGNY—Dick Crans.
Niagara Falls:
WHLD—Alice White.
Ogdensburg:
WSLB—Flo Beach Rowe.
Poughkeepsie:
WKIP—Jean Bart.
Rochester:
WHEC—Marian Karasick.
WSAY—Frank Silva.
WSAY—Mort Nusbaum.
Syracuse:
WAGE—Jan Costly.
WOLF—Hamilton M. Woodle.
Watertown:
WATN—Lilian Miles.
WWNY—Charles Pierce.

North Carolina

Asheville:
WISE—Ken Beachboard.
WISE—Charles A. Bachman.
WWNC—Norine Lowe.
Burlington:
WBBB—William Shepherd.
Charlotte:
WAYS—Estelle Cuddy.
WSOC—Francis M. Fitzgerald.
Goldsboro:
WGBR—Elizabeth Rosenthal.
Greenville:
WGTC—Frances Simpson.
WGTC—Jimmy Simpson.
WGTC—Charles Whedbee.
High Point:
WMFR—Stan Conrad.
Kinston:
WFTC—Mrs. D. J. Dougan.
Roanoke Rapids:
WCBT—Philip Cooke.
Salisbury:
WSTP—Miss Winn Jones.
Washington:
WRRF—Charles Whidbie.
WRRF—Bob Brisindine.
WRRF—Mrs. George Martin.
Winston-Salem:
WAIR—Lawrence Patrick.

North Dakota

Valley City:
KOVC—Bob Ingstad.

Ohio

Ashtabula:
WICA—Elinor Mirabell.
WICA—Walter Walrath.
Cincinnati:
WCKY—Carol King.
WCKY—Olive Kackley.
WCPO—Georgia Brune.
WCPO—Edna Sherwood.
WCPO—Betsey Dennis.

WLW—Bill McClusky.
Cleveland:
WGAR—Joe Wilson.
WGAR—Sidney Andorn.
Columbus:
COL—Wilma Kibler.
Dayton:
WING—Jo Andrews.
Findlay:
WFIN—Evelyn Hart.
Marion:
WMRN—Louis T. Marsh.
WMRN—Madge L. Cooper.
Portsmouth:
WPAY—Patricia Hooley.
Springfield:
WIZE—Alice Bahman.
Toledo:
WTOL—Russell Perry.
Zanesville:
WHIZ—Virginia Woodward.

Oklahoma

Bartlesville:
KWON—Ann Emery.
Muskogee:
KBIX—Lowell Clark.
Oklahoma City:
KOCY—Miss Lou Maystrick.
KTOK—Russell V. Miller.
KTOK—Minnie Jo Curtis.
Tulsa:
KTUL—Glenn Condon.
KTUL—Frances Wilson.

Oregon

Albany:
KWIL—Hal Byer.
Astoria:
KAST—Abbie H. Smith.
Grants Pass:
KUIN—Ralph Hanson.
La Grande:
KLBM—Jayne Moss.
Pendleton:
KWRC—Frank Krshka.
Portland:
KGW-KEX—Grace Elliott.
KWJJ—Art Morey.
KWJJ—Thea Craig.
KXL—Betty Todd.
KXL—George Heimsich.

Pennsylvania

Butler:
WISR—Gladys Borne.
WISR—Kieran Balfe.
Dubois:
WCED—Anna Jane Mull.
Erie:
WERC—J. Jacob Young.
WLEU—Joan Clark.
Lancaster:
WGAL—Clair R. McCollough.
Lewistown:
WMRF—Preston Rittenhouse.
WMRF—Paul M. Breining.
New Castle:
WKST—Velma Dart.
Philadelphia:
KYW—Franklin Evans.
KYW—Jack O'Reilly.
KYW—Ruth Wells.
WCAU—Betty Hurd.
WCAU—Powers Gouraud.
WDAS—P. J. Stanton.
WIBG—Kay Cooper.
WIBG—Rube Werling.
Pittsburgh:
KDKA—Robert E. White.
WWSW—Walter E. Sickles.
Scranton:
WARM—William M. Dawson, Jr.
Sharon:
WPIC—Paul Gamble.
Wilkes-Barre:
WBRE—Jimmy McCarthy.

Rhode Island

Pawtucket:
WFCI—George Sutherland.

South Carolina

Charleston:
WTMA—Alicia Rhett.
WCSC—Hilda Edwards.
Columbia:
WCOS—Howard Hamrick.
Florence:
WOLS—L. M. Hawley.
Spartanburg:
WORD—G. O. Shepherd.
WORD—Jane Smith.
WSPA—Sterling W. Wright.
WSPA—Jane Dalton.

South Dakota

Rapid City:
KOBH—Judy Rosenblith.

Tennessee

Chatanooga:
WAPO—Bob Bosworth.
WDEF—Dolly Madison.
WDOD—Juanita W. Kemp.
Clarksville:
WJZM—George Stump, Jr.
Jackson:
WTJS—Denny McClain.
WTJS—James Hoppers.
Johnson City:
WJHL—Alice Friberg.
Memphis:
WHBQ—Frances Kieran.
WMPS—Mrs. Michael Maher.

Texas

Amarillo:
KGNC—Wes Izzard.
Austin:
KNOW—Ruth Lewis.
KTBC—Ann Durrum.
KTBC—Harfield Weedin.
KTBC—John Hicks.
Beaumont:
KFDM—Clyn Ellis.
KRIC—Lorraine Kelley.
Big Springs:
KBST—Jo Ann Switzer.
Brownsville:
KEEW—Ethel Cummins.
Brownwood:
KBWD—Rodger Batton.
KBWD—Dorothea Dunlap.
College Station:
WTAW—Barbara Peters.
Dallas:
WFAA-KGKO—John Rosenfield.
WRR—Alta Faye.
Denton:
KDNT—Mary Grace Smith.
KDNT—Eloise Johnson.
El Paso:
KTSM—Lillian Caldwell.
Fort Worth:
KFJZ—George Erwin.
WFJZ—Edward Martin.
WBAP—Ken McClure.
WBAP—Idabelle Hicks.
Houston:
KXYZ—Miss Glenn Horton.
Kilgore:
KOCA—Dorothy Baker.
Laredo:
KPAB—George Day.
Longview:
KFRO—James R. Curtis.
Midland:
KRLH—Grace De Le Mater.
Pampa:
KPDN—Harry Wahlberg.
Paris:
KPLT—Harvey R. Boyd.
San Antonio:
KTSA—Violet Short.
Sherman:
KRRV—Jo Ann Korioth.

Utah

Cedar City:
KSUB—Hurschell Urie.
KSUB—Jean Gronnert.
Logan:
KVNU—Jack Braunagel.
KVNU..Reed Bullen.
Provo:
KOVO—Shirl Black.
KOVA—John Krier.
Salt Lake City:
KDYL—Merrill Bennion.

Vermont

St. Albans:
WWSR—Mal Weaver.
WWSR—Tom Colton.
KWYO—Herb Siebert.

Virginia

Danville:
WBTM—Miss Dale Carter.
Lynchburg:
WLVA—Claude E. Taylor.
Suffolk:
WLPM—Mrs. Anne Brunk.

Washington

Everett:
KEVE—Evelyn Michaelson.
KRKO—Elaine Bradford.
Seattle:
KEVR—Don Klein.
KOL—Elizabeth Leonard.
Spokane:
KFIO—R. G. McBrown.
Walla Walla:
KUJ—Danny Deaver.

West Virginia

Beckley:
WJLS—Peter Arnell.
Bluefield:
WHIS—Mrs. Elsia Thomas.
Charleston:
WCHS—Berton Sonis.
WGKV—C. P. Vogel, Jr.
WGKY—Julius Glass.
Huntington:
WCMI—Ned R. Brooke.
Welch:
WBRW—Raymond A. Walker.
Williamson:
WBTH—Alice Stein.

Wisconsin

Appleton:
WHBY—Rodger Mueller.
Duluth-Superior:
WDSM—Jay A. Lurye.
Eau Claire:
WEAU—Leonard G. Anderson.
Janesville:
WCLO—Dorothy Alan.
La Crosse:
WKBH—Russ Huber.
Manitowoc:
WOMT—Francis M. Kadow.
Marinette:
WMAM—Mary Kay.
Medford:
WIGM—Harold Pierce.
Oshkosh:
WOSH—Larraine Kuehn.
Sheyboygan:
WHBL—Mona J. Pape.
Superior:
WOSM—Jay A. Lorye.
Wisconsin Rapids:
WFHR—Bruce Beichl.

Wyoming

Cheyenne:
KFBC—Helene Wentzel.
Powell:
KPOW—Rosemary.
Sheridan:
KWYO—Mel Hallack.

☆ RADIO DIRECTORS ☆

PROGRAMS DIRECTED BY
MEMBERS OF THE RADIO DIRECTORS' GUILD (1943-1944)

Director	*Program*	*Network*
Wendell Adams	"Sing Along"	CBS
	"Mother and Dad"	CBS
	"Captivators"	CBS
	"Sophisticators"	CBS
Oliver Barbour	"Life Can Be Beautful"	CBS
	'Parker Family"	WJZ
	"Victory Is Our Business"	WOR
John Becker	"Transatlantic Call"	CBS
Gertrude Berg	"The Goldbergs"	CBS
Don Bernard	"Blondie"	CBS
	"Life of Riley"	WJZ
Frederick Bethel	"The Bourjois Show"	CBS
Roger Bower	"Can You Top This?"	WOR
	"Music for an Hour"	WOR
	"Treasury Hour of Song"	WOR
	"Sentimental Music"	WOR
Stuart Buchanan	'Out of the Shadows"	WJZ
Philip Cohan	"Durante-Moore"	CBS
Norman Corwin	"Columbia Presents Corwin"	CBS
Carlo De Angelo	"Perry Mason"	CBS
Jerry Devine	"Mr. District Attorney"	WEAF
	"Army Service Forces Present"	WJZ
Mitchell Grayson	"New World A-Coming"	WMCA
Jack Johnstone	"Orson Welles Almanac"	CBS
Ray Kremer	"Grand Central Station"	CBS
Anton Leader	"Grantland Rice"	WEAF
	"Words at War"	WEAF
Richard Leonard	"Stella Dallas"	WEAF
	"Front Page Farrell"	WEAF
	"Mr. Keene, Trader of Lost Persons"	CBS
	"Chaplain Jim"	WJZ
Mark Loeb	"Romance"	CBS
	'Date Line"	CBS
	"This Life Is Mine"	CBS

Director	*Program*	*Network*
Basil Loughrane	"Light of the World"	WEAF
	"Lighted Windows"	WEAF
John Macdonell	"United Nations Compare Notes"	WMCA
Nila Mack	"Let's Pretend"	CBS
	"Mrs. Miniver"	CBS
Joseph Mansfield	"Colgate's Sportsreel"	WEAF
	"Atlantic Spotlight"	WEAF
	'Lands of the Free"	WEAF
	"Western Star" (Stephen Vincent Benet)	WEAF
Sherman MacGregor	"Mysterious Traveler"	WOR
	"Return of Nick Carter"	WOR
	"Cisco Kid"	WOR
Earle L. McGill	"Report to the Nation"	CBS
	"The American Scriptures" (Intermission Feature of The New York Philharmonic Symphony)	CBS
	"Now and Forever"	CBS
Arnold Michaelis	"Off the Record"	WJZ
Herbert Moss	'Truth or Consequences"	NBC
Arch Oboler	"Everything for the Boys"	WEAF
Lester O'Keefe	"RCA—Music America Lovest Best"	WJZ
Edward Pola	"Deadline Dramas"	WJZ
Herbert Polesie	"It Pays to Be Ignorant"	CBS
Alton Rinker	"Sammy Kaye"	CBS
Jack Roche	"Guess Who?"	WOR
	"Hook and Ladder Follies"	NBC
William Rousseau	"Prudential Family Hour"	CBS
Richard Sanville	"School of the Air"	CBS
Victor Seydel	"Ladies Be Seated"	WJZ
	'The Girl Back Home"	WJZ
Robert Lewis Shayon	"School of the Air"	CBS
William Sweets	"Counterspy"	WJZ
	"Gangbusters"	WJZ
Frank Telford	"Valiant Lady"	CBS
Lester Vail	"March of Time"	WEAF
Chick Vincent	"Pepper Young's Family"	WEAF
Albert Ward	"School of the Air"	CBS
	"The Colonel"	CBS
Kenneth Webb	"Armstrong Theater of Today"	CBS
Theodora Yates	"Young Dr. Malone"	CBS
	"When a Girl Marries"	WEAF

MUSIC PUBLISHERS
A NATION-WIDE LISTING

— A —

A-1 Music Publishers of America, 580 Fifth Ave., New York City.
ABC Music Corp., 799 Seventh Avenue, New York City.
Abingdon-Cokesbury Press, 150 Fifth Avenue, New York City.
Abrahams (Maurice) Music Co., Inc., 522 West End Ave., New York City.
Accordion Music Publishing Co., 46 Greenwich Street, New York City.
Acme Music Co., 1674 Broadway, New York City.
Acme Music Corp., 562 Fifth Avenue, New York City.
Advanced Music Corp., 1250 Sixth Avenue, New York City.
Affiliated Music Corp., 23 West 47th Street, New York City.
Ahlert & Lewis Music Publishers, 10 West 96th Street, New York City.
Albin Tunes Publishers, 2349 Honolulu Avenue, Montrose, Calif.
Alfred Music Co., Inc., 145 West 45th Street, New York City.
Alford, Harry L., 190 North State Street, Chicago, Ill.
Alkire Publications, Eddie, Easton, Pa.
Allen Intercollegiate Music, Inc., 67 West 44th Street, New York City.
Allen, Thornton W., Co., 67 West 44th St., New York City.
Allied Music Corp., 204 East 4th St., Cincinnati, Ohio.
Allied Music Corp., 1270 Sixth Ave., New York City.
Alpha Music Corp., 110 West 42nd Street, New York City.
Alvin Music Corp., 1650 Broadway, New York City.
Ambassador Music, Inc., 1619 Broadway, New York City.
American Academy of Music, Inc., 1619 Broadway, New York City.
American Melodies, 4848 Michigan Avenue, Chicago. Ill.
American Music, Inc., Studio Bldg., Portland, Ore.
American Music Publishing Co., 1695 Broadway, New York City.
Am-Rus Music Corporation, 37 West 57th Street, New York City.
Amsco Music Publishing Co., Inc., 1600 Broadway, New York City.
Antony (Frank) Music Publisher, 145 West 45th Street, New York City.
Apex Music, Inc., 113 West 48th Street, New York City.
Apollo Music Co., 301 West 41st Street, New York City.
Appleton, D., Century Co., 35 West 32nd Street, New York City.
Arberne Music Co., 1587 Broadway, New York City.
Art Music Co., 1658 Broadway, New York City.
Art-I-So Music, 1270 Sixth Avenue, New York City.
Artists Music Corp., 8 West 49th Street, New York City.
Ascher, Emil, Inc., 315 Fourth Avenue, New York City.
Ascot Publishing House, 1674 Broadway, New York City.
Associated Music Publishers, Inc., 25 West 45th Street, New York City.
Astor Music Corp., 340 Main Street, Worcester, Mass.
Atlas Music Corp., 1250 Sixth Avenue, New York City.
Augsburg Publishing House, 425 South 4th Street, Minneapolis, Minn.
Augustana Book Concern, Rock Island, Illinois.
Axelrod Publications, Inc., 51 Snow Street, Providence, R. I.

— B —

Bach Music Co., 8 Irvington Street, Boston, Mass.
Bach Music Publishers, 40 Peach Tree Arcade, Atlanta, Ga.
Back Bay Music Co., 168 Tremont St., Boston, Mass.
Ball Music Pub. Co., 6912 Hollywood Blvd., Hollywood, Calif.
Barnes, A. S., and Company, Inc., 67 West 44th Street, New York City.
Barnhouse Co., C. L., Oskaloosa, Ia.
Baron, M., Inc., 8 West 45th St., New York City.
Barres Publications, 545 Fifth Avenue, New York City.
Barton Music Corp., 1619 Broadway, New York City.
Beacon Music Co., 1619 Broadway, New York City.
Beacon Press, 25 Beacon Street, Boston, Mass.
Bell Music Co., 20 East Jackson Blvd., Chicago, Ill.
Bell Tone Music Publishing Co., 75 Hamilton Terrace, New York City.
Belwin, Inc., 43 West 23rd Street, New York City.
Berger Pub. Co., 1729 East 14th Street, Brooklyn, N. Y.
Bergstrom Music Co. Ltd., 1010 Fort Ave., Honolulu, T. H.
Berklay Music Co., 615 East 33rd Street, Baltimore, Md.
Berlin, Irving, Inc., 799 Seventh Avenue, New York City.
Best Music, Inc., 1619 Broadway, New York City.
Beverly Music Co., 300 North Oakhurst Drive, Beverly Hills, Calif.
Big Three Music Corp., 799 Seventh Ave., New York City.
Birchard, C. C., & Co., 221 Columbus Avenue, Boston. Mass.
Bishop, Walter, 1650 Broadway, New York City.
Blake, Whitney, Music Publisher, 1585 Broadway, New York City.
Blank, S., 190 East Second Street, New York City.
Blau (Larry) Music Co., 711 Eighth Avenue, New York City.
Bloch Publishing Co., 31 W. 31st Street, New York City.
Block, Martin, Publishing Co., 501 Madison Ave., New York City.
Blue Circle Music Publications, 515 Edgecomb, Avenue, New York City.
Bluestone-Bernard Music Publishers, 7107 Hillside Avenue, Hollywood, Calif.
Bomart Pub. Co., 1619 Broadway, New York City.
Bond (Carrie Jacobs) & Son, 3 East 43rd Street, New York City.
Boone Publishing Co., Box 200, Des Moines, Ia.
Boosey-Hawkes-Belwin, Inc., 43 West 23rd Street, New York City.
Boston Music Co., 3 East 43rd Street, New York City and 116 Boylston Street, Boston, Mass.
Brainard's (S.) Sons Co., R. F. D. No. 4, Pottstown, Pa.

Brashear Music Co., Trinity Court, Boston, Mass.
Braun Music Co., 609 South Paulina Street, Chicago, Ill.
Bregman, Vocco & Conn, Inc., 1619 Broadway, New York City.
Brehne Associates, 4708 - 31st Avenue, Astoria, L. I., N. Y.
Briegel, George F., Inc., 1270 Sixth Avenue, New York City.
Brill, D. Dudley, 61 Broadway, New York City.
Broadcast Music, Inc., 580 Fifth Ave., New York City.
Broadway Music Corp., 1619 Broadway, New York City.
Brokel Studios, 64 East Jackson Blvd., Chicago, Ill.
Bronson Music Sales Corp., 3785 Gratiot Avenue, Detroit, Mich.
Brown & Edwards, Wilmington, Dela.
Brown & Henderson, Inc., 1619 Broadway, New York City.
Bryant Music Co., 1585 Broadway, New York City.
Bucher, Roland C., 215 Montague St., Brooklyn, N. Y.

— C —

C. & M. Music Co., Conrad Bldg., Providence, R. I.
Caesar, Irving, 1619 Broadway, New York City.
California Music Publishers, 1313 North Highland, Hollywood, Calif.
Cameron Music Co., 48 West 48th Street, New York City.
Campbell (Jimmy) Publications, Inc., 799 Seventh Avenue, New York City.
Campbell, Loft & Porgie, Inc., 1619 Broadway, New York City.
Candell-Ford Music Co., 1674 Broadway, New York City.
Cantara Music Pub. Co., 1509 North Vine Street, Hollywood, Calif.
Cantrell Music Publications, 2190 W. Adams Blvd., Los Angeles, Calif.
Capitol Music Co., Terminal Sales Bldg., Seattle, Wash.
Capitol Songs, Inc., 1270 Sixth Avenue, New York City.
Carlton & Dixon, Walter P. Storey Bldg., Los Angeles, Calif.
Carlton, Joseph, 313 West 51st Street, New York City.
Carr-Hildy Music Co., 2659 Connecticut Avenue N. W., Washington, D. C.
Casivant, Eugene, 58 Canal Street, Waterbury, Conn.
Cason Music Corp., 163-18 Jamaica Avenue, Jamaica, L. I., N. Y.
Century Music Publishing Co., 235 West 40th Street, New York City.
Champion Music Co., 1587 Broadway, New York City.
Charm Music Co., 35 West 64th Street, New York City.
Chappell & Co., Inc., 1270 Sixth Avenue, New York City.
Chart Music Publishing House, Inc., 506 S. Wabash, Chicago, Ill.
Chase Music Co., 410 North Michigan Blvd., Chicago, Ill.
Chateau Publications, 2733 Kensington Ave., Philadelphia, Pa.
Cheatham, Frederick C., 1108 North 27th Street, Richmond, Va.
Cherio Music Publishers, 1585 Broadway, New York City.
Christian Publications, Inc., 260 W. 44th Street, New York City.
Church and Sunday School Music Publishers Association, Winona Lake, Ind.
Church, John, Co., 1712 Chestnut Street, Philadelphia, Pa.
Cinema Songs, Inc., 1270 Sixth Ave., New York City.
Cine-Mart Publishing Co., 6912 Hollywood Blvd., Hollywood, Calif.
Cinema Songs, Inc., 1270 Sixth Avenue, New York City.
Circle Music Publications, Inc., 1250 Sixth Avenue, New York City.
Clef Music Co., 1619 Broadway and 152 West 42nd Street, New York City.
Clow, O. B., 319 N. Eye Street, Tacoma, Wash.
Coast to Coast Music Corp., 8 West 49th Street, New York City.
Cole, M. M. Publishing House, 823 S. Wabash Avenue, Chicago, Ill.
Coleman, Robert H., Burt Bldg., Dallas, Texas.
Collins, Francis Joseph, 433 West Washington Avenue, Elmira, N. Y.
Collwill Corp., 1819 Broadway, New York City.
Colombo, Alberto, 530 North Cahuenga Blvd., Hollywood, Calif.
Colonial Music Publishing Co., 168 West 23rd St., New York City.
Composers Music Corp., 120 Broadway, New York City.
Composers Press, Inc., 853 Seventh Avenue, New York City.
Concord Music Publishing Co., Inc., 20 West 47th Street, New York City.
Concordia Publishing House, Jefferson Ave. & Miami St., St. Louis, Mo.
Connors-Wilkins, 720 North Pearl St., Albany, N. Y.
Cooper Music, Inc., 1650 Broadway, New York City.
Cornell Music Co., 6425 Hollywood Blvd., Hollywood, Calif.
Coronet Music Corp., 1619 Broadway, New York City.
Coronet Songs, 742 North June St., Hollywood, Calif.
Coslow Music Co., 6912 Hollywood Blvd., Hollywood, Calif.
Country Music, 830 South Michigan Ave., Chicago, Ill.
Courtney (Alan) Music Co., 1619 Broadway, New York City.
Crawford Music Corp., 1270 Sixth Ave., New York City.
Crescent Music Co., 1585 Broadway, New York City.
Crestwood Publications, 1585 Broadway, New York City.
Cross Music Co., 9153 Sunset Blvd., Hollywood, Calif.
Curtis, L. B., Music Publisher, 1595 Broadway, New York City.

— D —

D. S. Publishing Co., 30 Rockefeller Plaza, New York City.
Dash Connelly, Inc., 2 W. 86th Street, New York City.
Davidson & Maxon Music Publishers, 1313 North Highland Ave., Hollywood, Calif.
Davis, Joe, Music Co., Inc., 1619 Broadway, New York City.
Davis & Ostergard, 2090 West Jefferson Blvd., Los Angeles, Calif.
Dawson Music Co., Inc., 1650 Broadway, New York City.
Deas (Edward C.), 5718 Wabash Avenue, Chicago, Ill.
Deaton Music Co., Montgomery, Alabama.
Debin Music Co., 1619 Broadway, New York City.
DeCimber Music Publishers, P. O. Box 1778, Milwaukee, Wisc.
Del Cal Theatres, Inc., 651 South Dunsmuir, Los Angeles, Calif.
Dellon, Harold, Music Co., 3711 Euclid Ave., Cleveland, Ohio.
Denison, T. S., & Co., 203 N. Wabash, Chicago, Ill.
Denton & Haskins Corp., 1658 Broadway, New York City.

Deseret Book Co., 44 East South Temple, Salt Lake City, Utah.
Desmoni, Martin J., 1501 Broadway, New York City.
Devoe (Jack), 14955 State Fair East, Detroit, Mich.
Di Bella, O., 162 East 116th Street, New York City.
Ditson, Oliver, Co., Inc., 1712 Chestnut Street, Philadelphia, Pa.
Dixie Music Pub. Co., 1674 Broadway, New York City.
Donaldson, Douglas & Gumble, Inc., 1619 Broadway, New York City.
Don Santos Pub. Co., 55 Orleans St., Rochester, N. Y.
Dorset Publications, 345 W. 55th St., New York City.
Dorsey (Thomas A.), 755 Oakwood Blvd., Chicago, Ill.
Dorsey Brothers Music, Inc., 1619 Broadway, New York City.
Dunlop, Merrill, 825 Barry Avenue, Chicago, Ill.
Dynamic Music Co., 2136 Laurel Canyon Blvd., Hollywood, Calif.

— E —

E and R Music Co., 1619 Broadway, New York City.
Eastern Music Publications, 725 Riverside Drive, New York City.
Eccma Music Co., 1522 North Detroit St., Hollywood, Calif.
Edition, Adler, 113 West 42nd Street, New York City.
Edition Musicus—New York, 23 West 47th Street, New York City.
Edwards Music Co., 1619 Broadway, New York City.
Elkan-Vogel Co., Inc., 1716 Sansom Street, Philadelphia, Pa.
Embassy Music Corp., 1619 Broadway, New York City.
Embee Music, Inc., 501 Madison Avenue, New York City.
Emcee Pub. Co., 360 South Doheny, Beverly Hills, Calif.
Empire Music Publishing Co., 1587 Broadway, New York City.
Encore Music Publications, Inc., 1674 Broadway, New York City.
Englewood Music House, 516 Englewood Avenue, Chicago, Ill.
Ensemble Music Press, Drawer K, East Northport, N. Y.
Enterprise Publications, 430 South Broadway, Los Angeles, Calif.
Esquire Music Co., 1619 Broadway, New York City.
Essex Publishing Co., Dover, N. J.
Evans Music Co., 86 Essex Street, Boston, Mass.
Excelsior Music Publishing Co., 1650 Broadway, New York City.

— F —

Famous Music Corp., 1619 Broadway, New York City.
Feist, Leo, Inc., 799 Seventh Ave., New York City.
Fillerdelphia Music Co., 721 South Street, Philadelphia, Pa.
Fillmore Music House, 528 Elm Street, Cincinnati, Ohio.
Fine Songs, 40 West 84th Street, New York City.
Fischer, Carl, Inc., 56 Cooper Square, New York City.
Fischer, J., & Bro., 119 West 40th Street, New York City.
Fisher, Fred, Music Co., Inc., 1619 Broadway, New York City.
Fitzsimmons, H. T., Co., Inc., 23 East Jackson Blvd., Chicago, Ill.
Flammer, Harold, Inc., 10 East 43rd Street, New York City.
Flaschner, O., Music Co., 47 West 43rd Street, New York City.
Foley, Charles, 4 East 46th Street, New York City.
Ford Music, Inc., 1619 Broadway, New York City.
Forest Glen Music Publishers, 424 Diversey Parkway, Chicago, Ill.
Foreign & Domestic Music Corp., 126 West 46th Street, New York City.
Forster Music Publisher, Inc., 216 South Wabash, Chicago, Ill.
Fountain Music Co., 36 East 5th Street, Cincinnati, Ohio.
"440" Music Pub. Co., 529 East Potter Avenue, Milwaukee, Wis.
Fowler Music Co., 1587 Broadway, New York City.
Fox, Sam, Publishing Co., 1250 Sixth Avenue, New York City.
Frederic (Will) Music Publishers, Minneapolis, Minn.
Freed & Hall Music Publishers, 1537 North Vine St., Hollywood, Calif.
Freeman Music Co., 114 Madison Street, Cortland, N. Y.
Freeman Associates, 140 Roseville Avenue, Newark, N. J.
Free Methodist Publishing House, Winona Lake, Ind.
Frey (Fran) & Co., 5507 Hollywood Blvd., Hollywood, Calif.

— G —

G. M. S. Music Pub. Co., 2818 Montebello Terrace, Baltimore, Md.
Gaal & Fillie Music Pub. Co., 1587 Broadway, New York City.
Gabler (C. J.), 1310 South 12th Street, Omaha, Neb.
Gabor (Donald H.), 250 West 57th Street, New York City.
Galaxy Music Corp., 17 West 46th Street, New York City.
Gale (Bill), 5024 61st Street, Woodside, L. I., N. Y.
Gamble Hinged Music Co., 228 S. Wabash Avenue, Chicago, Ill.
Gamma Music, Inc., 527 Fifth Avenue, New York City.
Garrick Music Publications, 2157 North Avers Ave., Chicago, Ill.
Gem Music Corp., 1658 Broadway, New York City.
Georgeort, Evan, Music Publishing Co., 1650 Broadway, New York City.
Gerard Music Co., 1619 Broadway, New York City.
Gershwin Publishing Corp., 1270 Sixth Avenue, New York City.
Glenmore Music, Inc., 540 North Michigan Avenue, Chicago.
Goodman Music Co., Inc., 42 Thayer St., Rochester, N. Y.
Gordon, Hamilton S., Inc., 1250 Sixth Avenue, New York City.
Gordon, Kaufman & Real, Inc., 1650 Broadway, New York City.
Gornston, David, 117 West 48th Street, New York City.
Gotham Music Service, Inc., 1619 Broadway, New York City.
Graham & Kihorny, 2131 Bonita Drive, Glendale, Calif.
Graham Music Co., 2012 Jefferson St., Bluefield, W. Va.
Graham, Harold L., 6033 S. E. Stark Street, Portland, Ore.
Grand Music Corp., 1619 Broadway, New York City.
Gray, H. W., Co., Inc., 159 East 48th Street, New York City.
Great Songs Press, Baxter Station, Louisville, Ky.
Greater New York Music Corp., 1619 Broadway, New York City.
Green (J.) Publications, 1175 East 21st Street, Los Angeles, Calif.

Greene-Revel, Inc., 1537 North Vine Street, Hollywood, Calif.
Greenwood (Livingston), 217 Pine Street, Seattle, Wash.
G. V. C. Music Publishing Co., 152 West 42nd Street, New York City.

— H —

Hall & McCreary Co., 434 S. Wabash, Chicago, Ill.
Hall-Mack Co., Winona Lake, Ind.
Hall Music Co., Maryville, Tenn.
Hampton Publications, Inc., 400 Madison Avenue, New York City.
Handy Bros.' Music Co., Inc., 1650 Broadway, New York City.
Hargail Recorder Music Publishers, 72 Fifth Avenue, New York City.
Harman Music, Inc., 1619 Broadway, New York City.
Harmonia Edition Publishing Co., 202 West 83rd Street, New York City.
Harmony House, 1595 Broadway, New York City.
Harmony Music Publishers, 64 East Jackson Blvd., Chicago, Ill.
Harmony Publishers, 830 Lyon & Healy Bldg., Chicago, Ill.
Harms, Inc., 1250 Sixth Avenue, New York City.
Harms, T. B., Co., 1270 Sixth Avenue, New York City.
Harrington, Clare, 120 Cabrini Blvd., New York City.
Harris, Charles K., Music Pub. Co., Inc., 1619 Broadway, New York City.
Harris (Thoro), Eureka Springs, Ark.
Hartford Music Co., Hartford, Ark.
Harvest Songs Co., 1657 Broadway, New York City.
Hathaway, Franklin Earl, 7814 Bennett Ave., Chicago, Ill.
Haviland, F. B., Publishing Co., 114 W. 44th Street, New York City.
Hawaii Conservatory Pub. Co., 741 South Western Ave., Los Angeles, Calif.
Hay (Bob), 17 Curry Avenue, Newport, R. I.
Hayes, Billy, Publications, 309 W. 55th Street, New York City.
Heltman (Fred) Co., 414 Prospect Avenue, Cleveland, O.
Henson Music Co., J. M., 120 Hunter Street, S. E., Atlanta, Ga.
Herald Publishing House, 103 South Osage Street, Independence, Mo.
Herbert Publications, 1619 Broadway, New York City.
Herder (B.) Book Co., 15-17 South Broadway, St. Louis, Mo.
Herrick (Lyman S.), R.F.D. No. 2, Norway, Maine.
Hill, James F., & Co., 8 West 45th Street, New York City.
Hills (Johnny), 7607 West 62nd Place, Argo, Illinois.
Hill Music Publishing Co., 101 E. Leigh Street, Richmond, Va.
Hinds, Hayden & Eldridge, Inc., 580 Fifth Avenue, New York City.
Hitchcock Pub. Co., 38 John Street, New York City.
Hoffman (Carrie), 910 Alberta Street, Ferndale, Mich.
Hoffman Co., Raymond A., 509 S. Wabash, Chicago, Ill.
Holdsworth & Leopold, 2131 Ivar Avenue, Hollywood, Calif.
Hollywood Hit Publishers, 715 Citizens Bldg., Cleveland, Ohio.
Hollywood Music Sales, Box 247, Hollywood, Calif.
Hollywood Songs, Inc., 1250 Sixth Avenue, New York City.
Hope Publishing Co., 5707 W. Lake Street, Chicago, Ill.
Horoscopes In Song, 3518 West 110th Street, Inglewood, Calif.
Horvath (Joseph), 1 Laurel Street, Farmingdale, L. I., N. Y.
Howard (Jack) Publications, 2733 Kensington Avenue, Philadelphia, Pa.
Hub Publishing Co., 133 Essex Street, Boston, Mass.
Hummel Publishing Company (E.), Cincinnatus, New York.
Huntzinger, Inc., R. L., 137 West 4th Street, Cincinnati, Ohio, and 3 East 43rd Street, New York City.

— I —

Immortal Music Pub. Co., 52 West 76th Street, New York City.
Imperial Music Publishing Co., 1587 Broadway, New York City.
Independent Music Publishers, 205 East 42nd Street, New York City.
Independent Music Publishers, Hachita, New Mexico.
Independent Music Publishers, 149 Boardman Avenue, Melrose, Mass.
Indigo Music, Inc., 1501 Broadway, New York City.
International Music Co., 509 Fifth Avenue, New York City.
International Publications, 2030 East 7th Street, Los Angeles, Calif.
International Songwriter Club, 2820 Lincoln Avenue, Chicago, Ill.
Isenberg (Emil F.) Music Pub. Co., Troy, Ill.

— J —

J. P. Music Co., 1619 Broadway, New York City.
Jacobs (Al) Publications, 101 West 55th Street, New York City.
Jacobs, Walter, Inc., 120 Boylston Street, Boston.
Jenkins Music Co., 1217 Walnut St., Kansas City, Mo.
Jewel Music Publishing Co., Inc., 1674 Broadway, New York City.
Jewell (Fred) Music Co., Worthington, Ind.
Jill Music Co., 4212 Teesdale Avenue, North Hollywood, Calif.
Jo-Ann Music Co., 67 West 44th Street, New York City.
Johnson (Elizabeth), 1801 Pine Street, Philadelphia, Pa.
Johnson (Harry H.), 170-A Tremont Street, Boston, Mass.
Judson Press, 1701 Chestnut Street, Philadelphia, Pa.
Jungnickel, Inc., Ross, 1585 Broadway, New York City.

— K —

Kammen, J. & J., Music Co., 1619 Broadway, New York City.
Kanes Music Publishers, 1650 Broadway, New York City.
Kanner Music Publishing Co., 343 West 87th Street, New York City.
Karch (Hank), 121 East 4th Street, Cincinnati, O.
Karczag Publishing Co., 62 West 45th Street, New York City.
Kay & Kay Music Publishing Corp., 1658 Broadway, New York City.
Kaymusic Publishers, 778 Mcdonough Street, Brooklyn, N. Y.
Keane, Michael, Inc., 113 West 57th Street, New York City.
Keene, Inc., Hank, South Coventry, Conn.
Keller (Con), 850 Cragmont Avenue, Berkeley, Calif.
Keller (Leo D.), 17 Maryland Street, Rochester, N. Y.

Kelly Music Publications, 19 Pennell Street, Franklin, Pa.
Kelman Music Corp., 1674 Broadway, New York City.
Kelton-Romm Music Co., 250 West 49th Street, New York City.
Kendis Music Corp., 1587 Broadway, New York City.
Kennedy (P. J.) & Sons, 12 Barclay Street, New York City.
Keystone Music Co., 1619 Broadway, New York City.
King (Charles E.), Honolulu, T. H.
King Music House, Inc., K. L., Fort Dodge, Iowa.
Kjos, Neil A., Music Co., 14 West Lake Street, Chicago, Ill.
Knickerbocker Music Publishing Co., 1619 Broadway, New York City.
Kolbert (Marguerite) Productions, 600 Michigan Theatre Bldg., Detroit, Mich.
Krachtus, John, 1574 North Halsted Street, Chicago, Ill.
Krygier (Joseph), 3132 Richmond Street, Philadelphia, Pa.

— L —

Lacinte (Joseph), 1595 Broadway, New York City.
Lambert (Jimmy) and Harry Glick, 1527 Mohawk Street, Los Angeles, Calif.
Lang-Worth Publications, Inc., 420 Madison Avenue, New York City.
Lapham, Claude, Music Corp., 1674 Broadway, New York City.
LaSalle Music Publishers, 1619 Broadway, New York City.
Latin-American Music Pub. Corp., 1776 Broadway, New York City.
Latino Music Corp., 799 Seventh Avenue, New York City.
Leal, Felipe Valdi, 408 N. Main St., Los Angeles, Calif.
Leeds Music Corp., 1270 Sixth Avenue, New York City.
Lehman (L. P.) & Staff, Downtown Church, Washington, Pa.
Leslie, Inc., Edgar, 59 West 46th Street, New York City.
Levison-Evans Music Corp., 336 West 24th Street, New York City.
Lewis Music Publishing Co., Inc., 1619 Broadway, New York City.
Lexington Music Co., Inc., 9 Rockefeller Plaza, New York City.
Liberty Music Publishers, P. O. Box 2206, Hollywood Sta., Hollywood, Calif.
Lillenas Pub. Co., 2923 Troost Avenue, Kansas, City, Mo.
Lincoln Music Corp., 1619 Broadway, New York City.
Lindenschmidt, William, 103 Maple St., Salina, Mich.
Lind Music Company, 304 Cac Building, Cleveland, Ohio.
Lin-Gale Music, 5024 61st Street, Woodside, L. I., N. Y.
Loeb Lissauer, Inc., 1619 Broadway, New York City.
London Music Corp., 1619 Broadway, New York City.
Long (J. Baxter), Elon College, North Carolina.
Lorenz Publishing Co., 501 East 3rd St., Dayton, Ohio.
Lowden (C. Harold), Box 266, Camden, N. J.
Lucky Music Publishers, 347 East 61st Street, New York City.
Lucky Music Publishers, 347 East 61st Street, New York City.
Ludwig Music Publishing Co., 414 W. Superior Ave., Cleveland, Ohio.
Lutheran Book Co., 55 Main Street, Columbus, Ohio.
Luz Bros., Music Publishers, Inc., 1674 Broadway, New York City.
Lyon & Healy, Inc., Wabash Ave., and Jackson Blvd., Chicago, Ill.

— M —

Mac Angelo, 1770 East 172nd Street, Bronx, N. Y.
MacGregor, Grant, 5079 Lemon Grove Ave., Hollywood, Calif.
Mackley Music Publishing Co., 3165 Grand River Ave., Detroit, Mich.
McClaren (Everett F.), 401 Florence Avenue, New Castle, Pa.
McClure Music Co., 6047½ Hollywood Blvd., Hollywood, Calif.
McDaniel (Joe) Music Co., Box 169, Elizabeth City, No. Car.
Madison Music Co., 1674 Broadway, New York City.
Maestro Music Co., 6425 Hollywood Blvd., Hollywood, Calif.
Magna Music Publications, 1674 Broadway, New York City.
Magnolia Music Corp., 1619 Broadway, New York City.
M & F Music Publishers [illegible]0 East Oak St., Chicago, Ill.
Majestic Music Co., 48 West 48th St., New York City.
Major Music, Inc., 2085 Valentine Avenue, New York City.
Mammoth Music Corp., 1658 Broadway, New York City.
Manhattan Publications, 799 Seventh Avenue, New York City.
Mann Music Publishing Co., Inc., 1585 Broadway, New York City.
Mansfield (Frank) Music Pub. Co., 1585 Broadway, New York City.
Marchant (J. C.) Co., 416 West 33rd Street, New York City.
Marks, Edward B., Music Corp., 1250 Sixth Avenue, New York City.
Marlo Music Corp., 1270 Sixth Ave., New York City.
Marsales (Frank), 1204 West 22nd Street, Los Angeles, Calif.
Martin's Studio of Gospel Music, 69 East 43rd Street, Chicago, Ill.
Master Music Publishers, 1674 Broadway, New York City.
Mathews (James), 700 East Broadway, Hopewell, Virginia.
Mathieson (Hugh), 454 Court Street, Brooklyn, N. Y.
Maurice, Inc., Peter, 1270 Sixth Avenue, New York City.
Mayfair Music Corp., 1619 Broadway, New York City.
Mayo Music Corp., 1619 Broadway, New York City.
Maytone Music Publishers, 1585 Broadway, New York City.
McFarlane, Thomas H., 40 Court Street, Boston, Mass.
McLaughlin & Reilly Co., 100 Boylston Street, Boston, Mass.
McLean Music Co. (Gene), Dayton, Ohio.
Med-Rik Music Pub. Co., 156 West 44th Street, New York City.
Mellow Music Pub. Co., 1695 Broadway, New York City.
Melo-Art Music Publishers, 1674 Broadway, New York City.
Melody Lane Publications, Inc., 1619 Broadway, New York City.
Melody Moderne, Inc., 1345 Francisco Street, Berkeley, Calif.
Melody Music Co., 1467 North Vine Street, Hollywood, Calif.
Melody Publishing Co., 36 East 23rd Street, New York City.

Melrose Music Corp., 1619 Broadway, New York City.
Mendelsohn, Jack, 1333 Fifth-first Street, Brooklyn, N. Y.
Menges Music Pub. Co., 10115 Flora Avenue, Cleveland, Ohio.
Mercury Music Corp., 231 West 40th Street, New York City.
Merit Music, Inc., 701 Seventh Avenue, New York City.
Merrell-Schwarz, 36 East 5th Street, Cincinnati, O.
Merrywood Publishers, 6425 Hollywood Blvd., Hollywood, Calif.
Metro Music Co., 64 Second Avenue, New York City.
Metropolitan Music Co., 222 Fourth Ave., New York City.
Metropolitan Music Publishers, The Strathmore, West Alexandrine, Detroit, Mich.
Metropolitan Music Co., 207 East 23rd Street, Houston, Texas.
Metropolitan Music Publishers, The Strathmore, W. Alexandrine, Detroit, Mich.
Mike-Tunes, 4041 Ellis Avenue, Chicago, Ill.
Milburn Music Publishers, 70 West 50th Street New York City.
Miller, Bob, Inc., 1619 Broadway, New York City.
Miller-Grau, 402 South Oakland Ave., Pasadena, Calif.
Miller Music Corp., 799 Seventh Avenue, New York City.
Mills Music, Inc., 1619 Broadway, New York City.
Miracle Music Co., 1011 Chestnut Street, Philadelphia, Pa.
Missud, Jean M., 580 Fifth Avenue, New York City.
Modern Melodies Publishing Co., 1587 Broadway, New York City.
Modern Standard Music Co., 54 West Randolph Street, Chicago, Ill.
Monarch Music Co., 1270 Sixth Avenue, New York City.
Monarch Music Pub. Co., P. O. Box 414, North Hollywood, Calif.
Monroe Publications, 937 H Street, N. W., Washington, D. C.
Moon Ray Publishers, 2368 First Avenue, New York City.
Moore (William H.) Jr., 75 Hamilton Terrace, New York City.
Morris (Edwin H.) & Co., Inc., 1619 Broadway, New York City.
Morris Music Pub. Co., 1023 Arch Street, Philadelphia, Pa.
Motley-Bryson-Johnson, 6569 Stanford Street, Detroit, Mich.
Motor City Music Publishers, 6915 Mack Avenue, Detroit, Mich.
Mountain Music Co., 1776 Broadway, New York City.
Movietone Music Corp., 1250 Sixth Avenue, New York City.
Mumil Publishers Co., 1140 Broadway, New York City.
Murray (Grace M.), 4118 Fernhill Avenue, Baltimore, Md.
Murray Music Co., 1585 Broadway, New York City.
Musette Publishers, 113 W. 57th Street, New York City.
Music City Copyrights, 729 S. Western Avenue, Hollywood, Calif.
Music Makers, 603 Amsterdam Ave., New York City.
Music Mart, 532 Sixteenth Street, Oakland, Calif.
Music Press, Inc., 113 West 57th Street, New York City.
Musicana, Inc., 25 West 54th Street, New York City.
Musicnote Music Co., 225 West 46th Street, New York City.
Musico, 1811 North Whitley Avenue, Hollywood, Calif.
Music Products Corporation, 28 East Jackson Street, Chicago, Ill.
Music Publishers Holding Corp., 1250 Sixth Avenue, New York City.
Music Service Co., 170-A Tremont Street, Boston, Mass.
Mutual Music Society, Inc., 1270 Sixth Ave., New York City.

— N —

N. K. Music Company, Box 1803, Hollywood, Calif.
Nankivell (Louise), 900 North Karlov Avenue, Chicago, Ill.
National Association For Blind Composers, Inc., Winnebago, Ill.
National Grange Monthly, Springfield, Mass.
National Music Co., Fort Worth, Tex.
National Music Co., Inc., 306 South Wabash Avenue, Chicago, Ill.
The Nationwide Songs, Inc., 366 Madison Ave., New York City.
Nattrass-Schenck, Inc., 145 West 45th Street, New York City.
Nazarene Publishing House, 2923 Troost Avenue, Kansas City, Mo.
Nelrod-Music Publishers, 1376 Pearl Street, Denver, Colo.
Newart Song Publications, 1207 Carbon Street, Syracuse, N. Y.
New Era Music Corp., 17 East 49th Street, New York City.
New World Music Corp., 1250 Sixth Avenue, New York City.
New York Music Publishing Co., 366 Madison Avenue, New York City.
Nicomede Music Co., Altoona, Pa.
Niehoff (Mrs. Dolorosa), R. R. No. 8, Greensburg, Ind.
Niksch (Donald E.), Lincoln Highway, Hobart, Ind.
Noble Music Co., Inc., 1619 Broadway, New York City.
Noel (M.), 1547 Broadway, New York City.
Nola Music Publications, 1619 Broadway, New York City.

— O —

Oahu Publishing Co., 2108 Payne Avenue, Cleveland, Ohio.
O'Flynn (Charles) Publications, 113 West 57th Street, New York City.
Okay Music Co., 69 W. Washington St., Chicago, Ill.
Olman Music Corp., 1619 Broadway, New York City.
Orange Music Publishers, 1619 Broadway, New York City.
Orpheum Music Co., 1587 Broadway, New York City.
Otten & Kemp, 847 Whitelock Street, Baltimore, Md.
Owens-Kemp, 6425 Hollywood Blvd., Hollywood, Calif.

— P —

Pacific Music Sales Corp., 6425 Hollywood Blvd., Hollywood, Calif.
O. Pagani & Bro., 289 Bleecker Street, New York City.
Pallma (Frank) Music Publisher, 509 South Wabash Avenue, Chicago, Ill.
Palmer Music Co., 2000 North Highland Avenue, Hollywood, Calif.
Palomar Music Co., 1674 Broadway, New York City.
Pampa Music Publishing Assn., Inc., 1619 Broadway, New York City.
Pan-American Music Co., Inc., 1270 Sixth Avenue, New York City.
Panella, Frank A., 273 Clearview Avenue, Pittsburgh, Pa.
Paragon Music Pub. Co., 1674 Broadway, New York City.
Paramount Music Corp., 1619 Broadway, New York City.

Parks Company, J. A., City National Bldg., York, Nebr.
Paull-Pioneer Music Corp., 1657 Broadway, New York City.
Peer International Corp., 1619 Broadway, New York City.
Peer, Ralph S., 1619 Broadway, New York City.
Penn (Richard T.), Danville, Va.
Pennino (Frank), 1595 Broadway, New York City.
Petrie (Eddie), 54 West Randolph Street, Chicago, Ill.
Perry's Sons, A. W., Sedalia, Mo.
Photo Play Music Co., Inc., 1674 Broadway, New York City.
Picadilly Music Co., 1472 Broadway, New York City.
Piedmont Music Co., Inc., 1250 Sixth Avenue, New York City.
Pilgrim Music Co., 383 Madison Avenue, New York City.
Pilgrim Press, 14 Beacon Street, Boston, Mass.
Pinkard Publications, 1674 Broadway, New York City.
Plamor Music Co., 540 North Michigan, Avenue, Chicago, Ill.
Plymouth Music Co., Inc., 1619 Broadway, New York City.
Pond & Co., William, A. 15 Euclid Avenue, Ridgefield, N. J.
Pond (Frank) Music Co., Mountain View, N. Y.
Porgie, Debin & Friedman, Inc., 1619 Broadway, New York City.
Portland Music Co., 353 Stevens Avenue, Portland, Maine.
Presser, Theodore, Co., 1712 Chestnut Street, Philadelphia, Pa.
Pro-Art Publications, 36 West 24th Street, New York City.
Pro Musica Publishing Co., 6351 Selma Avenue, Hollywood, Calif.
Prosser Music Publishing Co., 1587 Broadway, New York City.
Process Music Publications, 30 West Washington St., Chicago, Ill.

— R —

Radio City Guitar Studio, 4403 Queens Blvd., Sunnyside, L. I., N. Y.
Radio Music Publishers, 117 W. Harrison Street, Chicago, Ill.
Radiotunes, Inc., 1 West 47th Street, New York City.
Rainbow Melodies, 1658 Broadway, New York City.
Rainbow Music Publishers, 17 West 60th Street, New York City.
Ramsey, Will M., Little Rock, Ark.
Ray Music Publishing Co., 1467 First Avenue, New York City.
Record Music Publishing Co., 1674 Broadway, New York City.
Redskin Publishing Co., 113 West 57th Street, New York City.
Reed-Singer Corp., 1674 Broadway, New York City.
Rees Music Publishers (H. E.), 1658 Broadway, New York City.
Regent Music Corp., 1619 Broadway, New York City.
Reid & Singer Music Pub. Co., 223 W. 23rd St., New York City.
Reis & Taylor Co., 1619 Broadway, New York City.
Remarque Music Publishing Co., 580 Fifth Avenue, New York City.
Remick Music Corp., 1250 Sixth Avenue, New York City.
Republic Music Corp., 607 Fifth Ave., New York City.
Rex Music Publishers, 315 Seneca Street, Seattle, Wash.
Reynolds-Bickel, P. O. Box 563, South Bend, Ind.
Rhodes (David W.), Box 697 Wausau, Wisconsin.
Rialto Music Publishing Corp., 1674 Broadway, New York City.
Rich Publications, 40 North Garfield Avenue, Alhambra, Calif.
Ricardi, G., & Co., Inc., 12 West 45th Street, New York City.
Ringle, Dave, 1607 Broadway, New York City.
Rinker (Charles) Music Pub. Co., 1619 Broadway, New York City.
Robbins Music Corp., 799 Seventh Avenue, New York City.
Robison (Carson J.), 175 West 72nd Street, New York City.
Rocky (Albert) Co., 166 West 48th Street, New York City.
Rodeheaver Co., The, Winona Lake, Ind.
Rork (Ernest A.) & Son, Memphis, Tenn.
Rosche (George F.) & Company, 337 West Madison Street, Chicago, Ill.
Ross Music Pub. Co., 2606 Burbank Bldg., Burbank, Cal.f.
Rosetti, Joseph, 14 Viets St., New London, Conn.
Roslyn Music Co., 190 N. State Street, Chicago, Ill.
Rossi, Edward & Louis, 127 Mulberry Street, New York City.
Rossiter, Will, 173 West Madison Street, Chicago.
Rousseau Publishing Co., 250 West 24th Street, New York City.
Row, R. D., Music Co., 725 Boylston Street, Boston, Mass.
Roy Music Co., 1619 Broadway, New York City.
Royal Hawaiian Music Co., 6425 Hollywood Blvd., Hollywood, Calif.
Royal Music Pub. Co., 370 West 52nd Street, New York City.
Royal Music Publisher, 1515 N. Vine St., Hollywood, Calif.
Rubank, Inc., Campbell Avenue and Lexington Street, Chicago, Ill.
Ruby Music Co., 1587 Broadway, New York City.
Ruebush-Keiffer Co., Dayton, Va.
Russell, Willard, 2321 Merced Street, Fresno, Calif.
Russian Music Co., Inc., 121 Lexington Ave, New York City.
Rusthoi, Reverend Howard & Esther, P. O. Box 26, Long Beach, Calif.
Rytvoc, Inc., 1585 Broadway, New York City.

— S —

S. T. A. Music Publishing Co., P. O. Box 443, Friend, Nebraska.
Saint Gregory Guild, 1705 Rittenhouse Sq., Philadelphia, Pa.
Saunders Music Co., 1619 Broadway, New York, N. Y.
St. John (Stephen) Pub. Co., 638 Hamilton Street, Schenectady, N. Y.
Sajewski, W. H., 1017 Milwaukee Ave., Chicago, Ill.
Salamanca Music Publishers, Salamanca, N. Y.
Santly-Joy, Inc., 1619 Broadway, New York City.
Saunders Publications, 1515 North Vine St., Hollywood, Cal.f.
Scheurle Bros. Music Publishers, Box 444, Manor, Pa.
Scholl Publishing Co., 3503 Crittendon Street, St. Louis, Mo.
Schirmer, E. C., Music Co., 221 Columbus Avenue, Boston, Mass.
Schirmer, G., Inc., 3 East 43rd Street, New York City.

Schmidt Co., The Arthur P., 120 Boylston Street, Boston, Mass.
Schmitt Music Company, Paul A., 88 S. 10th Street, Minneapolis, Minn.
Scholin, C. Albert, 2124 Hatton Lane, Brentwood, St. Louis, Mo.
Schroeder (D. L.), 155-01 Sanford Avenue, Flushing, L. I., N. Y.
Schroeder & Gunther, Inc., Inc., 6 East 45th Street, New York City.
Schuberth, Edward, & Co., 11 East 22nd Street, New York City.
Schuler (George S.), 843 North Wells Street, Chicago, Ill.
Schumann Music Co., 1911 N. Serrano, Hollywood, Calif.
Schwarz Music Co., Merrill, 3 East Fifth Street, Cincinnati, Ohio.
Sesac, Inc., 475 Fifth Ave., New York City.
Shapiro, Bernstein & Co., Inc., 1270 Sixth Avenue, New York City.
Shelby Music Pub. Co., 1205 Griswold Street, Detroit, Mich.
Sheldon-Mitchell Publishing Corp., 200 West 34th Street, New York City.
Shelhamer (Ben) Jr., 1704 Hanover Acres, Allentown, Pa.
Shilkret (Nathaniel) Music Co., Inc., 48 West 48th Street, New York City.
Shisler-Benkhart Publications, 4233 Osage Avenue, Philadelphia, Pa.
Showalter (J. A.) Co., The, Dalton, Ga.
Shubert Music Publishing Corp., 1250 Sixth Avenue, New York City.
Sildac Music Co., 145 West 45th Street, New York City.
Silver (Frank), 145 West 45th Street, New York City.
Simon, Frank, Box 368, Middletown, Ohio.
Singer Music Pub. Co., Murray, 1674 Broadway, New York City.
Sisk Music Co., The, Toccoa, Ga.
Skidmore Music Co., Inc., 1270 Sixth Avenue, New York City.
Skokie Music Co., 3322 Merchandise Mart, Chicago, Ill.
Skylark Songs, 518 East 22nd Street, Brooklyn, N. Y.
Slater, Arthur, 1100 Glendale Blvd., Los Angeles, Calif.
Slater (Will W.), Henryetta, Oklahoma.
Smith (Robert Elmer), 1725 46th Ave., S. W., Seattle, Wash.
Smith, William J., Music Co., 254 West 31st Street, New York City.
Sobeck, Rosina, Bank of America Bldg., Huntington Park, Calif.
Sobie (Carl), 1509 Broadway, Detroit, Mich.
Society of Jewish Composers, Publishers & Songwriters, 80 Broad Street, New York City.
Song of the Month Associates, 1619 Broadway, New York City.
Song Shop, The, 173 W. Madison Street, Chicago, Ill.
Songtex Music Co., 1943 West 73rd Avenue, Oak Lane, Philadelphia, Pa.
Sorkin Music Co., 251 Fourth Avenue, New York City.
Southern California Music Co., 806 South Broadway, Los Angeles, Calif.
Southern Music Publishing Co., Inc., 1619 Broadway, New York City.
Spencer, Norman & Son, 145 West 45th Street, New York City.
Spier, Larry, Inc., 1270 Sixth Avenue, New York City.
Sprague-Coleman, Inc., 62 West 45th Street, New York City.
Stahl, William C., 617 N. Second Street, Milwaukee, Wisc.
Stamps-Baxter Music Co., Dallas, Texas.
Stan-Host Melodies, 301 Wyona Street, Brooklyn, N. Y.
Stark Music Printing Co., 3802 Laclede Avenue, St. Louis, Mo.
State Street Music Co., 22-24 West Hubbard St., Chicago, Ill.
Stasny Music Corp., 1619 Broadway, New York City.
Steele (Ted) Publishing Co., 25 East 83rd Street, New York City.
Stevens Music Co., 54 West Randolph Street, Chicago, Ill.
Stewart (Larry), 6500 Yucca, Hollywood, Calif.
Stirling Music Pub. Co., 117 West 48th Street, New York City.
Stover Music Co., 6238 De Longpre, Hollywood, Calif.
Stratton, A. D., Music Co., 4430 Canal Street, Houston, Texas.
Stromire (Anne), Clay Center, Kansas.
Sudlik & Siegel, 1650 Broadway, New York City.
Summy, Clayton F., Co., 321 South Wabash Avenue, Chicago, Ill.
Sun Music Co., 50 West 57th Street, New York City.
Sun Ray Music Publishers, 1650 Broadway, New York City.
Sunshine Music Co., 6351 Selma Avenue, Hollywood, Calif.
Superior Music, Inc., 42 Broadway, New York City.
Sweet Music Publications, 119 West 57th Street, New York City.
Swing and Tempo Music Co., 545 Fifth Ave., New York City.
Symbolic Music Publishing Co., 240 East 175th Street, Bronx, N. Y.
Syndicate Music Publishers, Inc., 6560 Hollywood Blvd., Hollywood, Calif.

— T —

Tele-Mus Publishing Co., Inc., 6425 Hollywood Blvd., Hollywood, Calif.
Televise Music Co., 54 W. Randolph Street, Chicago, Ill.
Tempo Music, Inc., 1775 Broadway, New York City.
Tennessee Music and Printing Co., Cleveland, Tenn.
Tesio, P., & Sons, 353 Eighth Avenue, New York City.
This Is The Army, Inc., 799 Seventh Avenue, New York City.
Thomas (Houston L.), Box 75, Northport, Alabama.
Thompson (Gordon V.) Ltd., 193 Yonge Street, Toronto, Canada.
Three Boys Music Co., The, 1008 East Passyunk Ave., Philadelphia, Pa.
Tidd (G. M.), 645 East Pine Street, Altadena, Calif.
Timberland Publishing Co., Forest City, Ia.
Tin Pan Alley Publications, Inc., 1011 Chestnut Street, Philadelphia, Pa.
Toben Music, Inc., 11 West 42nd Street, New York City.
Tobias & Lewis Music Publishers, 1250 Sixth Avenue, New York City.
Tomerlin, Lysle, 1509 N. Vine Street, Hollywood, Calif.
Top Music Publishers, 343 W. 87th Street, New York City.
Trans-America Music Publishers, 6425 Hollywood Blvd., Hollywood, Calif.
Transcontinental Music Co., 113 West 57th Street, New York City.
Treasure Chest Publications, Inc., 1600 Broadway, New York City.
Triangle Music Corp., 1619 Broadway, New York City.

Tullar (Grant C.) (Tullar Studios), 134 Morris Avenue, Orange, N. J.

Tullar-Meredith Co., Inc., 91 Seventh Avenue, New York City.

Tune-Towne-Tunes, 4451 Ben Avenue, Studio City, Calif.

Twentieth-Century Music Corp., 799 Seventh Avenue, New York City.

— U —

United States Music, Inc., 5414 Thirty-Second Avenue, Woodside, L. I., N. Y.

Universal Music Sales, 177 North State Street, Chicago, Ill.

University Music Co., University City, Mo.

Urban Publications, 201 West 89th Street, New York City.

— V —

Valiant Music Co., 46 West 72nd Street, New York City.

Van Brunt Publishing Co., 904 North Hoover, Hollywood, Calif.

Vance Music Company, 1619 Broadway, New York City.

Vanguard Songs, 1509 N. Vine St., Hollywood, Callf.

Van Reesema, Yolande, 7 Washington Square, New York City.

Van Russ Music, 17 West 60th St., New York City.

Variety Music Co., 1650 Broadway, New York City.

Variety Music, Inc., 6425 Hollywood Blvd., Hollywood, Calif.

Vaughn, James D., Lawrenceburg, Tenn.

Vavrin & King, 5239 South Wood Street, Chicago, Ill.

Vernon Music Publishers, Danbury, Conn.

Victory Music Co., 1585 Broadway, New York City.

Victoria Publishing Co., 1250 Sixth Avenue, New York City.

Villa Moret, Inc., 1008 Central Tower, San Francisco, Calif.

Vitak-Elsnic Co., 4815 South Ashland Avenue, Chicago, Ill.

Vogel, Jerry, Music Co., Inc., 112 West 44th Street, New York City.

Volkwein Bros., Inc., 632 Liberty Avenue, Pittsburgh, Pa.

Von Tilzer, Harry, Music Publishing Co., 1587 Broadway, New York City.

— W —

Wabash Music Co., 9258 Trumball Avenue, Evergreen Park, Ill.

Wald Music, Inc., 70 West 40th St., New York City.

Waldorf Music Company, 1270 Sixth Avenue, New York City.

Walton Goldman, Inc., 6425 Hollywood Blvd., Hollywood, Calif.

Warner Studio, 210 Manilla Street, Jeffersan City, Mo.

Warock Music Co., 1697 Broadway, New York City.

Warren Publications, 349 East 49th Street, New Yark City.

Washington Music Bazaar, Box 13, Ben Franklin Station, Washington, D. C.

Waverly (Jack), 1587 Broadway, New York City.

Weaner, Levant Publications, 117 West 48th Street, New York City.

Webster Music Co., 1201 N. Orange Grove Ave., Hollywood, Calif.

Weigle (Charles F.), Sebring, Fla.

Wesjay Music Corp., 1270 Sixth Avenue, New York City.

Wells, Maurice O., 54 West Randolph Street, Chicago, Ill.

Wemar Music Corp., 1619 Broadway, New York City.

Western Music Publishing Co., 1651 Cosmo St., Hollywood, Calif.

Westmore Music Corp., 919 S. W. Taylor, Portland, Ore.

Whitfield (Fred A.), 4000 21st Avenue West, Seattle, Wash.

White-Smith Music Publishing Co., 1619 Broadway, New York City.

Wick Music Publishing Co., 84 Spruce Place, Minneapolis, Minn.

Williams, Clarence, Music Publishing Co., Inc., 50 W. 57th St., New York City.

Williams & Williams, Yemassee, S. Carolina.

Willis Music Co., 3 East 43rd Street, New York City.

Willson (Meredith), 799 Seventh Avenue, New York City.

Wilson Music Publishing Co., 444 Madison Avenue, New York City.

Winn Studios of Popular Music, Inc., 44 West 34th Street, New York City.

Winsett, R. E., Dayton, Tenn.

Witmark, M., & Sons, 1250 Sixth Avenue, New York City.

Witt (Claude H.), R. F. D. No. 4, Everett, Washington.

Wizell (Murray) Music Co., 1619 Broadway, New York City.

Wood, B. F., & Co., 88 St. Stephens Street, Boston, Mass.

Woodland Music Co., 4348 Bruner Avenue, New York City.

Words and Music, Inc., 1697 Broadway, New York City.

World Music, Inc., 607 Fifth Avenue, New York City.

World Melodies, Inc., 1509 North Vine Street, Hollywood, Calif.

Wright Publishing Co., 255 South Bunker Hill Ave., Los Angeles, Calif.

Wrightman (Neale) Publishers, 30 West Washington St., Chicago, Ill.

— Y —

Yankee Music Pub. Co., 1619 Broadway, New York City.

York Music Corp., 67 West 44th Street, New York City.

— Z —

Zalewski, B. J., 1505 W. Thomas, Chicago, Ill.

Zoeller Music Co., 124 S. Wetherly Drive, Beverly Hills, Calif.

SHOWMAN'S CALENDAR

FOR 1944

January

1: New Year's Day (In all the States, Territories, District of Columbia and possessions).
Paul Revere Born (1735).
Proclamation of Emancipation (1863).
2: Georgia Admitted (1788).
4: Utah Admitted (1896).
6: New Mexico Admitted (1912).
8: Anniversary of the Battle of New Orleans (Louisiana).
9: Connecticut Admitted (1788).
14: First Written Constitution Adopted at Hartford, Conn., (1639).
17: Benjamin Franklin Born (1706).
19: Robert E. Lee's Birthday (Alabama, Arkansas, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, Tennessee, Virginia).
21: Stonewall Jackson Born (1824).
26: Michigan Admitted to the Union (1837).
Gen. Douglas MacArthur's Birthday.
First A.E.F. Landed in Ireland (1942).
29: McKinley Born (1843).
Kansas Admitted (1861).
30: Franklin D. Roosevelt's Birthday.
31: Franz Schubert Born (1797).



February

1: Victor Herbert Born (1859).
3: Horace Greeley Born (1811).
6: Massachusetts Admitted (1788).
7: Charles Dickens Born (1812).
9: Nebraska Admitted (1867).
11: Thomas A. Edison's Birthday.
Daniel Boone Born (1734).
12: Lincoln's Birthday (Alaska, California, Connecticut, Delaware, Illinois, Indiana, Iowa, Kansas, Kentucky, Michigan, Minnesota, Missouri, Montana, Nevada, New Jersey, New York, North Dakota, Ohio, Oregon, Pennsylvania, South Dakota, Tennessee, Utah, Virgin Islands, Washington, West Virginia, Wyoming).
Georgia Day.
14: Valentine's Day.
Admission Day (Arizona).
Oregon Admitted (1859).
15: Destruction of the Maine (1898).
19: Ohio Admitted (1803).
22: Washington's Birthday (All the States, Territories, District of Columbia and Colonial Possessions).
23: Ash Wednesday (Lent Starts).
27: Henry Wadsworth Longfellow's Birthday
First Railroad Charter (1827).



March

1: Nebraska Admitted (1867).
2: Texas Independence Day.
3: Florida Admitted (1845).
First Postage Stamp used in U. S. (1847)
4: Pennsylvania Day.
Vermont Admitted (1791).
5: Boston Massacre (1770).
7: Luther Burbank's Birthday (California).
15: Maine Admitted (1820).
Andrew Jackson Born (1767).
17: St. Patrick's Day.
18: Fast of Esther.
Grover Cleveland's Birthday.
21: First Day of Spring.
22: Emancipation Day (Puerto Rico).
25: Maryland Day.
30: Seward Day (Alaska).



April

1: All Fools' Day.
2: Palm Sunday.
6: War Declared with Germany (1917).
7: Peary Discovered North Pole (1909).
Good Friday.
Metropolitan Opera House Opened in New York City (1830).
Louisiana Admitted (1812).
9: Surrender of General Lee (1865).
Easter Sunday.
12: Halifax Independence Resolution (North Carolina).
13: Thomas Jefferson's Birthday (Alabama).
14: Assassination of Abraham Lincoln.
Pan-American Day.
19: Patriot's Day (Maine, Massachusetts).
20: First Day of Passover.
21: Anniversary of Battle of San Jacinto (Texas).
22: Morton's Birthday (Nebraska).
Arbor Day (Nebraska).
William Shakespeare Born (1564).
24: First Newspaper Issued in America (1704).
U. S.-Mexico War (1846).
25: War Declared with Spain (1898).
26: Confederate Memorial Day (Alabama, Florida Georgia, Mississippi).
Slavery Abolished in U. S. (1865).
First Shot of War with Germany (1917).
27: General U. S. Grant Born (1822).
28: President Monroe Born (1758).
Maryland Admitted (1788).
30: Louisiana Purchased.
Washington Became First President (1789)
Rhode Island Settled (1636).



May

1: May Day.
Child Health Day.
Labor Day (Philippines).
Dewey's Victory in Manila (1898).
2: Stonewall Jackson Shot (1863).
National Music Week.
5: Napoleon's Death (1821).
6: Corregidor Surrendered (1942).
7: Lusitania Torpedoed (1915).
Johannes Brahms Born (1833).
9: Mother's Day (2nd Sunday).
10: Confederate Memorial Day (Kentucky, North Carolina).

(Please Turn to Page 864)

Employment Data Summary—Networks—Stations

This summary of functional employment data of 10 networks and 815 standard broadcast stations by districts covers full-time employees reported to the FCC, as a typical week—beginning October 17, 1943.

Particulars	Total 10 Networks and 815 Stations			Networks Including 9 Key Stations of Major Networks			Total			Northern District			Southern District			Western District		
	Number	Compensation	Average	No.	Compensation	Average	No.	Compensation	Average	No.	Compensation	Average	No.	Compensation	Average	No.	Compensation	Average
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)	(13)	(14)	(15)	(16)	(17)	(18)	(19)
Number of stations							806			410			244			152		
Executives:																		
General managerial	969	$141,856	$146.39	46	$19,346	$420.57	923	$122,510	$132.73	502	$75,556	$150.51	263	$29,075	$110.55	158	$17,879	$113.16
Technical	554	38,409	69.33	18	2,414	134.11	536	35,995	67.15	294	21,177	72.03	156	9,125	58.49	86	5,693	66.20
Program	518	38,814	74.93	35	6,312	180.34	483	32,502	67.29	273	20,103	73.64	130	7,222	55.55	80	5,177	64.71
Commercial	400	44,281	110.70	45	7,897	175.49	355	36,384	102.49	194	23,417	120.71	96	7,721	80.43	65	5,246	80.71
Publicity	119	9,474	79.61	27	3,465	128.33	92	6,009	65.32	62	4,355	70.24	17	851	50.06	13	803	61.77
Other	216	17,737	82.12	30	3,558	118.60	186	14,179	76.23	111	9,337	84.12	47	2,936	62.47	82	1,906	68.07
Total, executives	2,776	290,571	104.67	201	42,992	213.89	2,575	247,579	96.15	1,436	153,945	107.20	709	56,930	80.30	430	36,704	85.36
Employes (other than executives):																		
Technical:																		
Research and development	92	6,996	76.04	45	4,329	96.20	47	2,667	56.74	40	2,386	59.65	6	264	44.00	1	17	17.00
Operating	4,383	227,617	51.93	809	54,154	66.94	3,574	173,463	48.53	2,268	116,509	51.37	794	30,813	38.81	512	26,141	51.06
Other	324	11,856	36.59	66	2,669	40.44	258	9,187	35.61	189	7,034	39.08	58	1,462	25.21	20	691	34.55
Program:																		
Production	1,022	55,730	54.53	384	24,884	64.80	638	30,846	48.35	409	21,405	52.33	132	4,901	37.13	97	4,540	46.80
Writers	802	33,096	41.27	120	7,453	62.11	682	25,643	37.60	407	16,713	41.06	163	4,961	30.44	112	3,969	35.44
Announcers	3,072	144,786	47.13	164	11,702	71.35	2,908	133,084	45.76	1,758	86,761	49.35	761	28,535	37.50	389	17,788	45.73
Staff musicians	2,150	150,569	70.03	517	62,659	121.20	1,633	87,910	53.83	1,228	69,980	56.99	235	8,616	36.66	170	9,314	54.79
Other artists	1,386	88,553	63.89	704	48,817	69.34	682	39,736	58.26	531	32,237	60.71	104	4,577	44.01	47	2,922	62.17
Other	1,197	53,151	44.40	537	27,515	51.24	660	25,636	38.84	498	19,940	40.04	71	2,054	28.93	91	3,642	40.02
Commercial:																		
Outside salesmen	1,348	110,540	82.00	152	18,625	122.53	1,196	91,915	76.85	702	58,941	83.96	291	18,663	64.13	203	14,311	70.50
Promotion and merchandising	592	30,636	51.75	361	19,895	55.11	231	10,741	46.50	168	7,967	47.42	36	1,616	44.89	27	1,158	42.89
Other	488	19,549	40.06	307	13,350	43.19	181	6,199	34.25	142	5,131	36.13	23	559	24.30	16	509	31.81
General and administrative:																		
Accounting	937	34,342	36.65	266	10,366	38.97	671	23,976	35.73	414	15,011	36.26	155	5,478	35.34	102	3,487	34.19
Clerical	1,120	28,190	25.17	247	6,517	26.38	873	21,673	24.83	582	14,444	24.82	176	4,386	24.92	115	2,843	24.72
Stenographic	1,172	33,214	28.34	218	6,850	31.41	954	26,364	27.64	578	16,129	27.90	217	5,628	25.94	159	4,607	28.97
Other	1,248	35,765	28.66	594	18,515	31.17	654	17,250	26.38	431	11,714	27.18	136	2,867	21.08	87	2,669	30.68
Miscellaneous	406	11,526	28.39	51	2,674	52.43	355	8,852	24.94	239	5,994	25.08	80	1,675	20.94	36	1,183	32.86
Total, employes	21,739	1,076,116	49.50	5,542	340,974	61.53	16,197	735,142	45.39	10,575	508,296	48.07	3,438	127,055	36.96	2,184	99,791	45.69
Total, executives and employes	24,515	1,366,687	55.75	5,743	383,966	66.86	18,772	982,721	52.35	12,011	662,241	55.14	4,147	183,985	44.37	2,614	136,495	52.22

NOTE: Data in this release, with the exception of columns (2), (3), (4), (14), (15) and (16) are not exactly comparable with similar releases for prior years, because the network reports include the employes of eight 50 kw stations and one 5 kw station. In prior years, an apportionment of these employees and their compensation had been made by the Commission between the networks and stations.

☆ ☆ ☆ Standard Station Employment Data ☆ ☆ ☆

Following employment data covers 806 standard broadcast stations by districts and regions as reported to the FCC for the week beginning October 17, 1943.

Particulars	Northern District						Southern District				Western District			
	Northeastern Region		Great Lakes Region		Midwest Region		Southeastern Region		South Central Region		Mountain Region		Pacific Region	
	No.	Average Compensation	No.	Average Compensation	No.	Average Compensation	No.	Average Compensation	No.	Average Compensation	No.	Average Compensation	No.	Average Compensation
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)	(13)	(14)	(15)
Number of stations	165		151		64		175		69		60		92	
Executives:														
General managerial	205	$164.87	175	$154.86	122	$120.13	182	$113.14	81	$104.74	60	$99.40	98	$121.58
Technical	117	78.97	116	67.98	61	66.41	109	59.04	47	57.23	31	61.84	55	68.65
Program	122	78.92	101	70.90	50	66.28	96	55.74	34	55.03	27	57.81	53	68.23
Commercial	84	137.31	71	120.46	39	85.38	65	82.32	31	76.45	22	70.77	43	85.79
Publicity	34	68.98	18	71.89	10	71.90	9	49.56	8	50.63	3	75.67	10	57.60
Other	46	94.43	37	89.57	28	59.96	33	63.27	14	60.57	9	85.00	19	60.05
Total, executives	608	116.99	518	106.77	310	89.51	494	81.50	215	77.53	152	78.89	278	88.90
Employes (other than executives):														
Technical														
Research and development	26	56.54	10	72.30	4	48.25	2	51.00	4	40.50	1	17.00	..	..
Operating	1,044	53.27	773	51.29	451	47.10	558	39.05	236	38.22	156	46.09	356	53.23
Other	98	40.95	60	40.35	22	27.27	48	24.54	10	28.40	10	38.20	10	30.90
Program:														
Production	189	52.35	122	57.60	98	45.76	87	36.31	45	37.71	18	42.28	79	47.84
Writers	117	41.86	175	46.40	115	32.13	105	29.68	58	31.81	40	33.70	72	36.40
Announcers	768	52.02	646	49.14	344	43.79	531	38.13	230	36.03	128	39.75	261	48.66
Staff musicians	463	53.23	469	69.36	296	43.26	177	37.85	58	33.03	39	42.77	131	58.37
Other artists	187	57.58	186	74.29	158	48.42	75	43.83	29	44.48	2	215.00	45	55.38
Commercial:														
Other	257	38.94	144	45.14	97	35.39	42	26.40	29	32.59	44	31.14	47	48.34
Outside salesmen	311	88.94	276	85.75	115	66.21	194	66.56	97	59.29	50	61.82	153	73.33
Promotion and merchandising	56	47.11	71	51.32	41	41.10	23	51.61	13	33.00	6	32.67	21	45.81
Other	81	35.73	39	40.03	22	30.73	18	25.78	5	19.00	4	27.75	12	33.17
General and administrative:					80	34.85	109	36.06	46	33.63	37	32.41	65	35.20
Accounting	180	35.17	154	38.27	142	22.97	135	24.70	41	25.66	27	22.00	88	25.56
Clerical	265	25.09	175	25.91	126	25.23	154	25.75	63	26.38	50	27.20	109	29.79
Stenographic	190	28.97	262	28.42	49	22.31	106	21.19	30	20.70	24	24.08	63	33.19
Other	199	25.53	183	30.28	34	20.26	53	19.28	27	24.19	9	21.89	27	36.52
Miscellaneous:														
Total, employes	4,563	48.49	3,818	51.57	2,194	41.09	2,417	37.13	1,021	36.56	645	39.66	1,539	48.22
Total, executives and employes	5,171	56.49	4,336	58.17	2,504	47.08	2,911	44.66	1,236	43.67	797	47.14	1,817	54.44

NOTE: Data for Northeastern, Great Lakes and Pacific Regions are not exactly comparable with similar releases for prior years, because the network reports include the employes of eight 50 kw stations and one 5 kw station. In prior years, an apportionment of these employes and their compensation had been made by the Commission between the networks and stations and included in the appropriate regions.

Employment Data Summary—Networks—Stations

This summary of functional employment data of 10 *networks and* 815 *standard broadcast stations by districts covers part-time employees reported to the FCC, as a typical week-beginning October* 17, 1943.

Particulars	Total 10 Networks and 815 Stations			Networks including 9 Key Stations of Major Networks			Total			Northern District			Southern District			Western District		
	No.	Compensation	Ave.	No.	Compensation	Ave.	No.	Compensation	Ave.	No.	Compensation	Ave.	No.	Compensation	Ave.	No.	Compensation	Ave.
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)	(13)	(14)	(15)	(16)	(17)	(19)	(18)
Number of Stations							806			410			244			152		
Executives:																		
General managerial	149	$11,568	$77.64	..	..	..	149	$11,568	$77.64	78	$7,617	$97.65	47	$2,828	$60.17	24	$1,123	$46.79
Technical	24	633	26.38	..	..	..	24	633	26.38	19	520	27.37	5	113	22.60	..	..	..
Program	4	117	29.25	..	..	..	4	117	29.25	3	86	28.67	..	..	..	1	31	31.00
Commercial	4	195	8.75	..	..	..	4	195	48.75	3	57	19.00	1	138	138.00	..	..	..
Publicity	5	143	28.60	..	..	..	5	143	28.60	4	133	33.25	..	..	..	1	10	10.00
Other	46	2,989	64.98	..	..	..	46	2,989	64.98	29	2,212	76.28	11	519	47.18	6	258	43.00
Total, executives	232	15,645	67.44	..	..	..	232	15,645	67.44	136	10,625	78.13	64	3,598	56.22	32	1,422	44.44
Employees (other than executives):																		
Technical:																		
Research and development	2	29	14.50	..	..	..	2	29	14.50	2	29	14.50	..	..	..	..	..	..
Operating	235	2,683	11.42	7	140	20.00	228	2,543	11.15	128	1,408	11.00	63	656	10.41	37	479	12.95
Other	42	522	12.43	3	182	60.67	39	340	8.72	24	160	6.67	10	129	12.90	5	51	10.20
Program:																		
Production	25	427	17.08	1	30	30.00	24	397	16.54	22	377	17.14	..	..	..	2	20	10.00
Writers	34	564	16.59	1	23	23.00	33	541	16.39	19	302	15.89	8	111	13.88	6	128	21.33
Announcers	348	4,571	13.14	..	..	..	348	4,571	13.14	221	2,982	13.49	72	804	11.17	55	785	14.27
Staff musicians	752	21,257	28.27	94	3,411	36.29	658	17,846	27.12	463	14,643	31.63	87	1,509	17.34	108	1,694	15.69
Other artists	2,411	119,110	49.40	920	74,004	80.44	1,491	45,106	30.25	905	35,422	39.14	379	6,320	16.68	207	3,364	16.25
Other	225	2,931	13.03	20	429	21.45	205	2,502	12.20	94	1,074	11.43	44	377	8.57	67	1,051	15.69
Commercial:																		
Outside salesmen	41	1,005	24.51	..	..	..	41	1,005	24.51	34	938	27.59	6	64	10.67	1	3	3.00
Promotion and merchandising	13	333	25.62	..	..	..	13	333	25.62	12	323	26.92	1	10	10.00	..	..	..
Other	59	2,220	37.63	2	43	21.50	57	2,177	38.19	10	114	11.40	44	1,988	45.18	3	75	25.00
General and administrative:																		
Accounting	96	1,368	14.25	..	..	..	96	1,368	14.25	62	944	15.23	29	322	11.10	5	102	20.40
Clerical	77	860	11.17	1	8	8.00	76	852	11.21	52	683	13.13	14	89	6.36	10	80	8.00
Stenographic	44	316	7.18	..	..	..	44	316	7.18	31	213	6.87	10	80	8.00	3	23	7.67
Other	144	1,324	9.19	7	178	25.43	173	1,146	8.36	83	725	8.73	37	275	7.43	17	146	8.59
Miscellaneous:	82	654	7.98	..	..	..	82	654	7.98	46	342	7.43	12	77	6.42	24	235	9.79
Total, employees	4,630	160,174	34.59	1,056	78,448	74.29	3,574	81,726	22.87	2,208	60,679	27.48	816	12,811	15.70	550	8,236	14.97
Total, executives and employees	4,862	175,819	36.16	1,056	78,448	74.29	3,806	97,371	25.58	2,344	71,304	30.42	880	16,409	18.65	582	9,658	16.59

NOTE: Data in this release, with the exception of columns (2), (3), (4), (14), (15) and (16) are not exactly comparable with similar releases for prior years, because the network reports include the employees of eight 50 kw stations and one 5 kw station. In prior years, an apportionment of these employees and their compensation had been made by the Commission between the networks and station.

Standard Station Employment Data

Following employment data covers 806 standard broadcast stations by districts and regions as reported to the FCC for the week beginning October 17, 1943.

Particulars	Northern District						Southern District				Western District			
	Northeastern Region		Great Lakes Region		Midwest Region		Southeastern Region		South Central Region		Mountain Region		Pacific Region	
	No.	Average Compensation	No.	Average Compensation	No.	Average Compensation	No.	Average Compensation	No.	Average Compensation	No.	Average Compensation	No.	Average Compensation
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)	(13)	(14)	(15)
Number of stations	165		151		94		175		69		60		92	
Executives:														
General managerial	34	$121.74	19	$95.42	25	$66.60	36	$60.44	11	$59.27	8	$33.88	16	$53.25
Technical	11	38.73	5	10.00	3	14.67	3	29.33	2	12.50	..	..	..	..
Program	..	..	2	36.50	1	13.00	..	..	..	..	1	31.00	..	..
Commercial	..	..	2	20.00	1	17.00	1	138.00	..	..	..	..	..	..
Publicity	3	22.67	..	..	1	65.00	..	..	..	..	..	..	1	10.00
Other	19	82.64	7	32.14	3	139.00	9	48.00	2	43.50	1	4.00	5	50.80
Total, executives	67	92.58	35	62,89	34	65.32	49	57.84	15	50.93	10	30.60	22	50.73
Employees (Other than executives):														
Technical:														
Research and development	1	4.00	1	25.00	..	..	..	..	..	..	..	..	..	..
Operating	46	10.46	55	12.11	27	9.67	42	11.38	21	8.48	12	14.83	25	12.04
Other	14	6.57	4	6.25	6	7.17	7	7.00	3	26.67	..	..	5	10.20
Program:														
Production	11	14.73	9	19.11	2	21.50	..	..	..	..	..	..	2	10.00
Writers	6	15.17	7	20.86	6	10.83	5	15.20	3	11.67	2	11.00	4	26.50
Announcers	96	11.16	80	17.74	45	10.93	48	11.50	24	10.50	30	11.90	25	17.12
Staff musicians	215	38.27	137	34.67	111	15.00	51	12.53	36	24.17	15	10.27	93	16.56
Other artists	460	47.01	301	33.62	144	25.51	280	15.73	99	19.36	76	17.82	131	15.34
Other	47	12.00	36	10.22	11	12.91	40	7.40	4	20.25	2	8.50	65	15.91
Commercial:														
Outside salesmen	22	27.18	9	33.33	3	13.33	4	9.00	2	14.00	..	..	1	3.00
Promotion and merchandising	1	10.00	8	26.00	3	35.00	1	10.00	..	..	..	..	..	..
Other	2	26.50	4	4.75	4	10.50	..	..	44	45.18	2	12.50	1	50.00
General and administrative:														
Accounting	28	7.86	18	22.50	16	19.94	20	9.50	9	14.67	1	9.00	4	23.25
Clerical	13	7.31	24	16.21	15	13.27	11	6.18	3	7.00	4	8.50	6	7.67
Stenographic	22	4.27	4	14.25	5	12.40	6	7.33	4	9.00	2	9.00	1	5.00
Other	27	9.63	40	9.25	16	5.94	24	8.50	13	5.46	4	9.75	13	8.23
Miscellaneous:	24	7.75	15	8.07	7	5.00	10	5.80	2	9.50	7	10.14	17	9.65
Total, employees	1,035	32.69	752	26.01	421	17.35	549	12.94	267	21.38	157	14.51	393	15.16
Total, executives and employees	1,102	36.33	787	27.65	455	20.89	598	16.62	282	22.95	167	15.47	415	17.05

NOTE: Data for Northeastern, Great Lakes and Pacific Regions are not exactly comparable with similar releases for prior years, because the network reports include the employees of eight 50 kw stations and one 5 kw. station. In prior years, an apportionment of these employees and their compensation had been made by the Commission between the networks and stations and included in the appropriate regions.

(Continued from Page 859)

11: Minnesota Admitted (1858).
12: Florence Nightingale Born (1820).
20: Anniversary of the Signing of the Mecklenburg Declaration of Independence (North Carolina).
21: Lindbergh's Flight to Paris (1927).
23: South Carolina Admitted (1788).
24: First Telegraph Message Sent (1844).
Empire Day (Canada).
28: Archduke Ferdinand of Austria and His Wife Assassinated in Serjevo (1914).
29: Wisconsin Admitted (1848).
Rhode Island Admitted (1790).
Patrick Henry Born (1736).
30: Memorial Day (In all the States, Territories, District of Columbia and Colonial Possessions, except Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, New Mexico, North Carolina, South Carolina, Virginia and Tennessee).

June

1: Kentucky Admitted (1792).
Tennessee Admitted (1796).
3: Confederate Memorial Day (Louisiana, Tennessee).
King's Birthday (Canada).
Jefferson Davis' Birthday (1808).
6: Nathan Hale's Birthday (1756).
8: Battle of New Orleans (1815).
10: Franklin Drew Lightning From Sky (1752).
14: Harriet Beecher Stowe's Birthday.
Flag Day.
15: St. Swithin's Day.
Arkansas Admitted (1836).
Pioneer Day (Idaho).
17: Bunker Hill Day.
18: Battle of Waterloo (1815).
19: Beginning of War of 1812.
King John of England Granted Magna Carta (1215).
20: West Virginia Day.
21: Longest Day in Year.
New Hampshire Joined the Union (1788).
23: Penn Signs Treaty of Peace with Indians.
25: Virginia Admitted (1788).
26: First American Troops Land in France (1917).

July

1: Battle of San Juan Hill.
Dominion Day (Canada).
Battle of Gettysburg (1863).
2: Garfield's Assassination (1881).
3: Idaho Admitted (1890).
4: Independence Day.
U. S. Military Academy West Point Opened (1802).
6: John Paul Jones, Founder of U. S. Navy, Born (1802).
10: Wyoming Admitted (1890).
11: John Quincy Adams Born (1767).
13: Forrest's Day (Tennessee).
14: Stars and Stripes Adopted (1777).
Bastille Day—First Celebrated in U. S. (1914).
St. Swithin's Day.
16: Santiago Surrendered.
24: Pioneer Day (Utah).
25: Occupation Day (Puerto Rico).
28: Austria Declared War on Serbia (1914).

August

1: Colorado Day.
Beginning of World War (1914).
3: Civic Holiday (Canada).
Germany Declared War on England and France (1914).
4: Freedom of the Press Established by the Acquittal by Jury at New York City of John Peter Zenge of Charge of Libel for Having Criticized the Administration of Gov. Crosby; Trial Began Aug. 4, 1735.
Origin of U. S. Coast Guard (1790).
10: Missouri Admitted (1821).
13: Occupation Day (Phillipines).
14: Atlantic Charter Signed by President F. D. Roosevelt and Primine Minister Winston Churchill.
15: Panama Canal Opened (1914).
16: Bennington Battle Day (Vermont).
20: Benjamin Harrison Born (1833).
26: Suffrage for Women—19th Amendment (1920).
30: Germany Declared War on Poland (1939).
Start of Second World War.

September

1: Germany Invaded Poland.
6: Lafayette Day.
President McKinley Assassinated (1901).
First Battle of the Marne.
Labor Day.
9: Admission Day (California).
12: Defender's Day (Maryland).
17: Constitution Day.
18: Rosh Hashanah.
22: Nathan Hale Executed (1776).
First Day of Autumn.
26: American Indian Day (4th Friday).
27: Yom Kippur.

October

1: Missouri Day.
5: Wright Brothers Took First Long Distance Flight in Airplane (1905).
8: Chicago Fire (1871).
Farmer's Day (2nd Friday) (Florida).
9: Fraternal Day (Alabama).
Canadian Thanksgiving Day.
12: Columbus Day.
18: Alaska Day.
19: Surrender of Cornwallis (1781).
27: Navy Day.
Theodore Roosevelt Born (1858).
31: Hallowe'en.
Admission Day, Nevada (1864).

November

1: All Saints' Day (Louisiana).
2: General Election Day.
North and South Dakota Admitted (1889).
4: John Philip Sousa Born (1854).
8: Montana Admitted (1889).
11: Armistice Day.
Washington Admitted (1889).
16: Oklahoma Admitted (1907).
17: Suez Canal Opened (1869).
21: North Carolina Admitted (1789).
25: Thanksgiving Day.

December

3: Illinois Admitted (1818).
7: Delaware Day.
Pearl Harbor Attacked (1941)
8: Eli Whitney Born (1765).
U. S. Declared War on Japan (1941).
9: Germany-Italy Declare War on U. S. (1941).
10: U. S. Declares War on Germany-Italy (1941).
Mississippi Admitted (1817).
11: Alfred Nobel Born (1833).
Indiana Admitted (1816).
12: First Marconi Wireless Across Atlantic (1901).
Pennsylvania Admitted (1787).
14: Alabama Admitted (1819).
15: Bill of Rights Day.
16: Boston Tea Party (1773).
18: New Jersey Admitted (1787).
21: Shortest Day of Year.
Pilgrims Landed at Plymouth Rock (1620).
Woodrow Wilson's Birthday (South Carolina).
25: Christmas Day.
28: Iowa Admitted (1848).
29: Texas Admitted (1845).
31: New Year's Eve.

ARBOR DAY is observed in states on different days, usually in the Spring. The dates in the same states often vary from year to year by proclamation.

CODE OF WARTIME PRACTICES FOR AMERICAN BROADCASTERS OFFICE OF CENSORSHIP

EDITION OF DECEMBER 1, 1943

THIS is the third revision of the Code of Wartime Practices for American Broadcasters.

The principle of censorship remains the same. It is voluntary and broadcast management is responsible for fulfilling the function in its own medium. The broadcasting industry, to this end, should be constantly aware of the dangers inherent in (1) *news broadcasts;* (2) *routine programming; and* (3) *commercial copy.*

To combat these dangers effectively, broadcast management must be in complete control of all programming every minute of every day of operation. This responsibility should not be delegated to anyone over whom the management does not exercise control.

The facilities of the Office of Censorship are at the disposal of broadcasters 24 hours a day, to assist them with consultation and advice when any doubt arises as to the application of this Code. The following are the principal advisory guideposts (as revised) which are intended to aid in discharging censorship responsibilities:

I. NEWS BROADCASTS AND COMMENTARIES

Broadcasters should edit all news in the light of this Code's suggestions and of their own specialized knowledge, regardless of the medium or means through which such news is obtained.

Special attention is directed to the fact that all of the requests in this Code are modified by a proviso that the information listed may properly be broadcast when authorized by *appropriate authority.* News on all of these subjects will become available usually from Government sources; but in war, timeliness is an important factor and the Government unquestionably is in the best position to decide when disclosure is timely.

Caution is advised against reporting, under the guise of opinion, speculation, or prediction, any fact which has not been released by appropriate authority.

It is requested that news in any of the following classifications be kept off the air unless made available for broadcast by appropriate authority or specifically cleared by the Office of Censorship.

(*a*) WEATHER. — Weather forecasts other than those officially released by the Weather Bureau. Mention of wind direction or barometric pressure in current or past weather (including summaries and recapitulations) except when contained in EMERGENCY warnings released specifically for broadcast by the Weather Bureau authorities.

NOTE: Special events reporters, covering sports or any outdoor assignments (fires, flood, storms, etc.), are cautioned especially against mention of wind directions.

(*b*) ARMED FORCES.—Type and movement of United States Army, Navy and Marine Corps units, within or without continental United States including information concerning—

Location.
Identity.
Exact Composition.
Equipment.
Strength.
Destination.
Routes.
Schedules.
Assembly for Embarkation.
Prospective Embarkation.
Actual Embarkation.

Such information regarding troops of friendly nations on American soil.

Revelation of possible future military operations by identifying an individual known for a specialized activity.

Exceptions: (1) ARMED FORCES IN THE UNITED STATES: Those in training camps and units assigned to domestic police duty, as regards names, addresses, location and general character.

(2) ARMED FORCES OUTSIDE THE UNITED STATES:

Names and locations (without unit identification) *if* presence of United States forces in area has been announced officially.

Names of Naval personnel without mention of their ships, unless said ships have been announced by the Navy as lost or damaged.

(*c*) SHIPS (CONVOYS, ETC.).—Type and movements of United States Navy, or merchant vessels, or transports, of convoys, of neutral vessels, or vessels of nations opposing the Axis powers in any waters, including information concerning—

Identity.
Location.
Port of Arrival.
Time of Arrival.
Prospect of Arrival.
Port of Departure.
Ports of Call.
Nature of Cargoes.
Assembly.
Personnel.

Enemy naval or merchant vessels in any waters, their

Type.
Identity.
Location.
Movements.

Secret information or instructions about sea defenses, such as—

Buoys, lights and other guides to navigators.

Mine fields and other harbor defenses.

Ship in construction—

Type.
Number.
Size.
Location.

Advance information on dates of launchings, commissionings.

Physical description, technical details of shipyards.

Movement of diplomatic exchange ships under the direction of the State Department.

Exceptions: Movements of merchant vessels on Great Lakes or other sheltered inland waterways unless specific instances require special ruling.

(*d*) DAMAGE BY ENEMY LAND OR SEA ATTACKS.—Information on damage to military objectives in continental United States or possessions, including—

Docks.
Railroads.
Airfields.
Public utilities.
Industrial plants engaged in war work.

Counter-measures or plans of defense.

Appropriate authority: for information about damage from enemy attacks to military objectives on land within continental United States or possessions is the commanding officer in the zone of combat, or the Army Bureau of Public Relations, Washington. (For the Hawaiian Islands, the Navy).

(*e*) ACTION AT SEA.—Information about the sinking or damaging from war causes of war or merchant vessels in any waters.

Appropriate authority: Appropriate authority for the release of news about the sinking or damaging of naval or merchant vessels in or near American waters is the commanding officer of the district in which the action occurs, or Naval Office of Public Relations, Washington.

(*f*) ENEMY AIR ATTACK.—Estimates of number of planes involved; number of bombs dropped; damage to—

Fortifications.
Docks.
Railroads.
Ships.
Airfields.
Public utilities.
Industrial plants engaged in war work.
All other military objectives.

Warnings or reports of impending air raids; remote ad lib broadcasts dealing with raids, during or after action.

Mention of any raid in the continental United States during its course, except on appropriate authority of the designated representatives of the Defense Commander in whose area the raid occurs or the War Department in Washington.

News which plays up horror or sensationalism; deals with or refers to unconfirmed reports or versions; refers to exact routes taken by enemy planes, or describes countermeasures of defense, such as troop mobilization or movements, or the number and location of antiaircraft guns or searchlights in action.

Exceptions: After an air raid, general descriptions of action after all-clear has been given. Nothing in this request is intended to prevent or curtail constructive reporting or programming of such matters as feats of heroism, incidents of personal courage, or response to duty by the military or by civilian defense workers.

(*g*) ACCREDITED MILITARY AND NAVAL CORRESPONDENTS.—No provisions in this Code of Wartime Practices for American Broadcasters modify obligations assumed by accredited correspondents who accompany Army or Navy forces or are given special accrediting by the War or Navy departments to visit restricted areas in the United States.

These commitments, under War and Navy department practice, pledge such correspondents to submit to censorship anything they write in zones of combat or restriction, or what they may write at a later date as result of their observation in these zones. The military department concerned is the censorship agency for all such material.

In case of a protracted enemy attack on the continental United States, necessitating military declaration of a combat zone, censorship within such an area would, of necessity, be by military authority. Accrediting of news gatherers for such a zone will be as in any other combat area. In the case of such an attack and declaration of a military zone of combat, the requests in this Code remain applicable to broadcast operations outside the declared area.

(*h*) PLANES—

Air Units.—Military air units of the United States and the United Nations as to—

Disposition.
Missions.
Movements.
New characteristics.
Strength.

Information concerning new military aircraft and related items of equipment or detailed information on performance, construction and armament of current military aircraft or related items; military activities of commercial air lines or the Civil Air Patrol.

(*i*) FORTIFICATIONS AND AIR INSTALLATIONS.—Location and description of fortifications, including—

Coast Defense Emplacements.
Anti-aircraft guns and other air defense installations.
Defense Installation details of public airports used for military purposes.
Camouflaged objects.
Location of specially constructed bomb shelters.
Information concerning installations for military purposes outside the U. S.

(*j*) SABOTAGE.—Specifications (including information on bottlenecks) which saboteurs could use to damage military objectives. No mention of sabotage should be made except on appropriate authority of the military agency concerned or the Department of Justice.

(*k*) PRODUCTION. (see also SABOTAGE) —New or secret Allied military weapons, identity and location of plants making them, designs or rate of production or consumption of any specific type of war materiel, formulas or experiments connected with war production.

Information on imports, exports or Government stock piles of critical or strategic materiels such as tin, natural rubber, uranium, chromium, tantalum, manganese, quinine, tungsten and high-octane gasoline.

Transportation—Movement or transportation of war materiel.

NOTE: Progress of production for general categories of war materiel such as planes, tanks, guns, vehicles and munitions may be reported, but statistical information on specific weapons such as bombers, fighter planes, 155 mm. guns, medium tanks, etc., should be avoided without appropriate authority.

(*l*) COMBAT ZONE INTERVIEWS AND LETTERS.—Interviews with service men or civilians from combat zones (including accounts of escapes from foreign territory) should be submitted for review before broadcast, either to the Office of Censorship or to the appropriate Army or Navy Public Relations Officer. Letters from combat zones are censored at the source, for home and family consumption only. When used on the air, broadcasters should measure the contents of such letters in the light of the provisions of this Code. In case of any doubt, consult the Office of Censorship. (See clause on Armed Forces, regarding unit identifications).

(*m*) WAR PRISONERS, INTERNEES, CIVILIAN PRISONERS.—Information as to arrival, movements, confinement, escape or identity of military prisoners from war zones; identity of persons arrested or interned as enemy aliens; locations or operations of alien internment camps; place of confinement of civilians convicted of treason, espionage or sabotage.

NOTE: The appropriate authority for information as to war prisoners or their camps is the War Department; for information as to resettled persons, the project official in charge; for information as to enemy aliens or their camps, or civilian prisoners described above, the Department of Justice. In any inquiry, please make certain whether the individuals involved are military prisoners of war, enemy aliens or resettled citizens or aliens.

(*n*) MILITARY INTELLIGENCE.—Information concerning war intelligence, or the operations, methods, or equipment of counter-intelligence of the United States or its allies or the enemy.

Information concerning secret detection devices.

Information concerning secret United States or Allied means or systems of military communication, including the establishment of new International points of communication.

(*o*) WAR NEWS COMING INTO THE UNITED STATES.—War information originating outside United States territory may be broadcast if its origin is made plain.

Any recordings or information for broadcast gathered in any form that is sent across the United States-Canadian border should contain nothing that will conflict with the censorship of the country in which the information originates.

(*p*) GENERAL.—*Casualties.* Identification of combat casualties until made available for publication by the War or Navy Departments or the next of kin.

Strategy.—Secret war plans or diplomatic negotiations or conversations which concern military operations.

Art Objects, Historical Data.—Information disclosing the new location of national archives, or of public or private art treasures.

Diplomatic Information.—Information about the movements of the President of the United States (including advance notice of the place from which he will broadcast); information of official military, or diplomatic missions of the United States or of any other nation opposing the Axis powers—routes, schedules, destinations within or without continental United States; movements of ranking Army or Naval officers and staffs on official missions; movements of other individuals or units on military or diplomatic missions.

II. PROGRAMS

These suggestions are made in order that broadcasters will have a pattern to follow in accomplishing the most important censorship function of program operation: keeping the microphone under

the complete control of the station management, or its representatives.

(*a*) REQUEST PROGRAMS.—*Music.*—No telephoned or telegraphed requests for musical selections should be accepted. No requests for musical selections made by word-of-mouth at the origin of broadcast, whether studio or remote, should be honored.

Talk.—No telephoned or telegraphed requests for service announcements should be honored, except as hereinafter qualified. Such service announcements would include information relating to—

Lost pets.
"Swap" ads.
Mass meetings.
Personal messages.
Club meetings.
Club programs, etc.
Vital statistics.

The same precaution should be observed in accepting "classified advertisements" for broadcasting.

No telephoned, telegraphed or word-of-mouth dedications of program features or segments thereof should be broadcast.

No telephoned, telegraphed or word-of-mouth auction bids, contributions or similar acknowledgments from listeners, should be broadcast.

Exceptions: Emergency announcements (such as those seeking blood donors, doctors, lost persons, lost property, etc.) may be handled in conventional manner if the broadcaster confirms their origin. They should emanate from the police, the Red Cross, or similar recognized governmental or civilian agency.

Service announcements may be honored when source is checked and material is submitted in writing, subject to rewriting by station continuity staff. Requests for the broadcast of greetings or other programs to commemorate personal anniversaries may be honored if the actual broadcast is not made on the anniversary date or at the time or on the date designated in the request.

ALL requests, subject to the above qualifications, may be honored when submitted via mail, or otherwise in writing if they are held for an unspecified length of time and if the broadcaster staggers the order in which such requests are honored, rewriting any text which may be broadcast.

(*b*) QUIZ PROGRAMS.—It is requested that all audience-participation type quiz programs originating from remote points, either by wire, transcription or short wave, should not be broadcast, except as qualified hereinafter. Any program which permits the public accessibility to an open microphone is dangerous and should be carefully supervised. Because of the nature of quiz programs, in which the public is not only permitted access to the microphone but encouraged to speak into it, the danger of usurpation by the enemy is enhanced. The greatest danger here lies in the informal interview conducted in a small group—10 to 25 people. In larger groups, where participants are selected from a theater audience, for example, the danger is not so great.

Generally speaking, any quiz program originating remotely, wherein the group is small, wherein no arrangement exists for investigating the background of participants, and wherein extraneous background noises cannot be eliminated at the discretion of the broadcaster, should not be broadcast. Included in this classification are all such productions as man-in-the-street interviews, airport interviews, train terminal interviews, and so forth.

In all studio-audience type quiz shows, where the audience from which interviewees are to be selected numbers less than 50 people, program conductors are asked to exercise special care. They should devise a method whereby no individual seeking participation can be *guaranteed* participation.

(*c*) FORUMS AND INTERVIEWS.—During forums in which the general public is permitted extemporaneous comment, panel discussions in which more than two persons participate, and interviews conducted by authorized employees of the broadcasting company, broadcasters should devise methods guaranteeing against the release of any information which might aid the enemy as described in Section I of the Code. If there is doubt concerning the acceptability of material to be used in interviews, complete scripts should be submitted to the Office of Censorship for review. (See paragraph (L) of Section 1.)

(*d*) SPECIAL EVENT REPORTING (ad lib).—Special events reporters should study carefully the restrictions suggested in Section I of the Code, especially those referring to interviews and descriptions following enemy offensive action. Reporters and commentators should guard against use of descriptive material which might be employed by the enemy in plotting an area for attack.

If special programs which might be considered doubtful enterprises in view of our effort to keep information of value from the enemy are planned, outlines should be submitted to the Office of Censorship for review.

(See also Paragraph (*a*), Section I.)

(*e*) SIMULATED AIR RAIDS, BLACKOUTS.—In view of the provisions contained in Paragraph (*f*) Section I of this Code, which prescribe radio silence at the scene of an air raid until the "all clear" is sounded, it is the belief of this office, in which the Office of Civilian Defense concurs, that broadcasting stations should not employ their facilities during a simulated air raid in any way which would encourage listeners to rely upon the medium for advice and assistance should an actual raid occur. This is intended to place no proscription on the legitimate broadcast of descriptions and commentaries dealing with simulated air raids and blackouts after the events have been conducted.

(*f*) COMMERCIAL CONTINUITY.—Broadcasters should be alert to prevent the transmission of subversive or restricted information through the use of commercial continuity in program or announcement broadcasts. In this connection, the continuity editor should regard his responsibility as equal to that of the news editor.

III. FOREIGN LANGUAGE BROADCASTS

(*a*) PERSONNEL.—The Office of Censorship, by direction of the President, is charged with the responsibility of removing from the air all those engaged in foreign language broadcasting who, in the judgment of appointed authorities in the Office of Censorship, endanger the war effort of the United Nations by their connection, direct or indirect, with the medium. Bases of judgment in exercising this function will be twofold: (1) current material written for broadcast or broadcast over American facilities; (2) past and/or present conduct of the individual, including evidence substantiating his sympathy with the regimes of our enemies. This function of the Office of Censorship is not intended to relieve in any measure the full responsibility resting with the management of the foreign language broadcasting station to employ only those whose loyalty he does not question. There extends to such broadcast management the additional responsibility to report to the Office of Censorship the names of any personnel in this field who might be suspected for any reason.

(*b*) SCRIPTS.—Station managements are requested to require all persons who broadcast in a foreign language to submit to the management in advance of broadcast complete scripts or transcriptions of such material. (This procedure does not apply to programs originated and produced by the Office of War Information and distributed to foreign language stations). It is further requested that this material be checked "on the air" against the approved script and that no deviations therefrom be permitted. These scripts or transcriptions should be kept on file at the station.

(*c*) CENSORS AND MONITORS.—In order that these functions can be performed in a manner consistent with the demands of security, station managers are reminded that their staffs should include capable linguists as censors and monitors whose duty it will be to review all scripts in advance of broadcast and check them during broadcast against deviation.

(*d*) SUBMISSION OF SCRIPTS.—From time to time, the Office of Censorship will ask foreign language broadcasters to submit specified scripts to this office for review. If a station obtains its foreign language program from another originating point via network, these requirements do not apply; in such event the originating station will be held responsible for fulfilling the requests contained herein.

(*e*) Station managements are reminded that all provisions of this code, as outlined in Section I and II, apply equally to foreign language broadcasting.

Broadcasters should ask themselves, "Is this information of value to the enemy?" If the answer is "Yes," they should not use it. If doubtful they should measure the material against the Code.

From time to time the Office of Censorship may find it necessary to issue further communications either to interpret certain existing requests, amend or delete them, or otherwise to cover special emergency conditions. Such communications will be addressed to managers of radio stations and networks and should receive preferential attention.

If information concerning any phase of the war effort should be made available anywhere, which seems to come from doubtful authority, or to be in conflict with the general aims of these requests; or if special restrictions requested locally or otherwise by various authorities seem unreasonable or out of harmony with this summary, it is recommended that the question be submitted at once to the Office of Censorship, Washington. Telephone Executive 3800; Teletype WA-434.

THE OFFICE OF CENSORSHIP,
BYRON PRICE, *Director*.

December 1, 1943.



COMMERCIAL NETWORK PROGRAMS



Sponsor

•

Product

•

Program

•

Network

•

Advertising Agency

A COMPLETE LISTING OF MAJOR NETWORK —— COMMERCIAL PROGRAMS OF 1943 ——

Following is a complete listing of all national network commercial programs heard during the twelve-month period ending Dec. 1, 1943. Listing includes in addition to the program title, network, sponsor, product and agency handling the account. Compiled through the cooperation of the Blue Network, CBS, MBS and NBC. Abbreviations: PC, Pacific Coast; Pedlar & Ryan & Lusk, Inc., is listed as Pedlar & Ryan, Inc., and Dancer-Fitzgerald-Sample is listed as Blackett-Sample-Hummert. Changes in agency names were effective January 1, 1944.

A

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Adam Hat Stores, Inc. Hats	Boxing Bouts	Blue	Glicksman Advertising Co., Inc.
	That's A Good One	Blue	
Alaska Pacific Salmon Co. Minute Man Soup	Breakfast At Sardi's	Blue	J. William Sheets— (Compton Advertising, Inc.)
	Breakfast At Sardi's	Blue—PC	J. William Sheets
Allis-Chalmers Mfgé Co. Institutional	Boston Symphony	Blue	Compton Advertising, Inc.
Allegheny-Ludlum Steel Corp. Institutional	Mother and Dad	CBS	Walker & Downing
Alum. Co. of America Institutional	Lighted Windows	NBC	Fuller & Smith & Ross, Inc.
American Bird Products Bird Food	American Radio Warblers	MBS	Weston-Barnett, Inc.
American Chicle Co. Gum	By the Way	NBC—PC	Badger, Browning & Hershey
American Cigarette & Cigar Co. Pall Mall Cigarettes	Gracie Fields' Victory Show	MBS	Ruthrauff & Ryan, Inc.
	Gracie Fields' Victory Show	Blue	Ruthrauff & Ryan, Inc.
American Dairy Assoc. Institutional	Voice of the Dairy Farmer	NBC	Campbell-Mithun, Inc.
	Voice of the Dairy Farmer	Blue	Campbell-Mithun, Inc.

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
American Home Products Corp. Anacin, Benefax, Bisodol, Kolynos	Our Gal Sunday	CBS	Blackett-Sample-Hummert
	Romance of Helen Trent	CBS	Blackett-Sample-Hummert
	Easy Aces	CBS	Blackett-Sample-Hummert
	Mr. Keen, Tracer of Lost Persons	CBS	Blackett-Sample-Hummert
American Oil Company Gas & Oil	CBS World News	CBS	Joseph Katz Co.
	Edward R. Murrow	CBS	Joseph Katz Co.
American Tobacco Company Lucky Strike Cigarettes	Your Hit Parade	CBS	Foote, Cone & Belding
	Kay Kyser's Kollege of Musical Knowledge	NBC	Foote, Cone & Belding
	Your Alltime Hit Parade	NBC	Foote, Cone & Belding
	Information, Please	NBC	Foote, Cone & Belding
Anacin Co. Anacin & Benefax	Just Plain Bill	NBC	Blackett-Sample-Hummert
	Front Page Farrell	NBC—PC	Blackett-Sample-Hummert
	Inspector Hawkes & Son	Blue—PC	Blackett-Sample-Hummert
	John B. Hughes	MBS	Blackett-Sample-Hummert
Armstrong Cork Company Quaker Rugs	Armstrong Theater of Today	CBS	Batten, Barton, Durstine & Osborn, Inc.
Austin Studios Photographs	Hero of the Week	Blue—PC	Glasser-Gailey & Co.
B			
B. T. Babbitt, Inc. Bab-O Cleanser	David Harum	CBS	Duane Jones Co.
	David Harum	NBC	Duane Jones Co.
	Lora Lawton	NBC	Duane Jones Co.
P. Ballantine & Sons Ballantine Beer & Ale	Three Ring Time	CBS	J. Walter Thompson Co.
Ballard & Ballard Co. Ballard's Obelisk Flour	Renfro Valley Folks	CBS	Henri, Hurst & McDonald, Inc.
Bank of America National Trust & Savings Assoc. (Banking Service)	California Carry On	CBS—PC	J. Walter Thompson Co.
Barron-Gray Packing Co. Vegetable Cocktail	Breakfast at Sardi's	Blue—PC	Long Advertising Service
Barbasol Co. Shaving Cream	John B. Kennedy	CBS	Erwin Wasey & Co., Inc.
	Nelson Pringle	CBS—PC	Erwin Wasey & Co., Inc.
	Gabriel Heatter	MBS	Erwin Wasey & Co., Inc.

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Bayuk Cigars Phillies	Sizing Up The News Sam Balter	MBS	Ivey & Ellington Inc.
Bayer Company Aspirin	American Album Lorenzo Jones	NBC NBC	Blackett-Sample-Hummert Blackett-Sample-Hummert
Bekins Van & Storage Co. Storage	Harry W. Flannery	CBS—PC	Brooks Advertising Agency
Bell Telephone Co. Institutional	Telephone Hour	NBC	N. W. Ayer & Son, Inc.
Best Foods Inc. H-O Oats	Moylan Sisters	Blue	Arthur Kudner, Inc.
Ben-Hur Products, Inc. Ben-Hur Coffee	Hollywood Showcase With Mary Astor	CBS—PC	Barton A. Stebbins Advertising Agency
Benson & Hedges Virginia Rounds Cigarettes	Paul Schubert	MBS	Arthur Kudner, Inc.
Bourjois, Inc. (Evening In Paris) Cosmetics	Here's To Romance Here's To Romance	Blue CBS	Foote, Cone & Belding
Bowey's Inc. Dari-Rich Products	Stars Over Hollywood	CBS	Sorenson & Co.
A. S. Boyle Co. Old English Wax	Breakfast At Sardi's Fleetwood Lawton Larry Smith	Blue—PC NBC—PC NBC—PC	J. Walter Thompson Co. J. Walter Thompson Co. J. Walter Thompson Co.
Bristol Myers Co. Ipana, Sal Hepatica	Time To Smile A Date With Judy	NBC NBC	Young & Rubicam, Inc. Young & Rubicam, Inc.
Bristol Myers Co. Vitalis, Ingraham Shaving Cream	Mr. District Attorney	NBC	Pedlar & Ryan, Inc.
Bristol Myers Co. Mum	In Person, Dinah Shore	Blue	Pedlar & Ryan, Inc.
Bristol Myers Co. Minit-Rub	Duffy's	Blue	Young & Rubicam, Inc.
Bristol Myers Co. Sal Hepatica & Minit-Rub	Noah Webster Says	Blue	Young & Rubicam, Inc.

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Bristol Myers Co. Mum	Parker Family	Blue	Pedlar & Ryan, Inc.
Brown & Williamson Tobacco Corp.	Red Skelton & Co.	NBC	Russel M. Seeds Co., Inc.
Raleigh's	Beat the Band	NBC	Russel M. Seeds Co., Inc.
Wings	Tommy Dorsey	NBC	Russel M. Seeds Co., Inc.
Bugler Tobacco	People Are Funny	NBC	Russel M. Seeds Co., Inc.
Avalon Cigarettes	Plantation Party	NBC	Russel M. Seeds Co., Inc.
	Floyd Farr	NBC	Russel M. Seeds Co., Inc.
	Harry Flannery, News	CBS—PC	Russel M. Seeds Co., Inc.
Bunte Bros. Candy	World Front	NBC	Presba, Fellers & Presba, Inc.
California Fruit Growers Exchange Sunkist Fruits	Today at the Duncans	CBS	Foote, Cone & Belding
California Prune & Apricot Growers Assn. Sunsweet Prunes	Dick Joy, News	CBS—PC	Long Advertising Service
	Dave Vaile, News	CBS—PC	
Calavo Growers of California Calavos	Breakfast At Sardi's	Blue	J. Walter Thompson Co.
Campana Sales Corp.	Campana Serenade	NBC	Aubrey, Moore & Wallace, Inc.
Campana Balm, DDD, Dreskin, Coolies,	Campana Serenade	CBS	Wallace-Ferry-Hanly Co.
Solitaire Cake Make-up, Hand Cream	First Nighter	MBS	Wallace-Ferry-Hanly Co.
Campbell Cereal Co. Malt-O-Meal	10 O'clock Wire With William Winter	CBS—PC	H. W. Kastor & Sons Adv. Co., Inc.
Campbell Soup Co.	Radio Reader's Digest	CBS	Ward Wheelock Co.
Soups, Tomato Juice, Beans	Amos and Andy	CBS	Ward Wheelock Co.
	Milton Berle Show	CBS	Ward Wheelock Co.
	The Jack Carson Show	CBS	Foote, Cone & Belding
Carnation Co. Carnation Milk	Carnation Contented Hour	NBC	Erwin Wasey & Co., Inc.
Carter Products, Inc.	Keepsakes	Blue	Ted Bates, Inc.
Little Liver Pills & Arrid	Inner Sanctum Mystery	Blue	Ted Bates, Inc.
	Jimmie Fidler—Hollywood Gossip	Blue	Small & Seiffer, Inc.
Celanese Corp. of America Celanese Products	Great Moments In Music	CBS	Young & Rubicam, Inc.

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Chef Bay-Ar-Dee Quality Foods, Inc. Spaghetti Dinner	Boake Carter	MBS	McJunkin Advertising Co.
Chemicals, Inc. Vano Household Chemicals	Deane Dickason Stories For Husbands And Wives	CBS—PC NBC—PC	Garfield & Guild, Adv. Garfield & Guild, Adv.
Chesebrough Mfg. Co. Vaseline Products	Dr. Christian	CBS	McCann-Erickson, Inc.
Chevrolet Dealers Institutional	John B. Kennedy	CBS	Campbell-Ewald Co.
Chlorine Solutions, Inc. Hy-Pro	Breakfast at Sardi's	Blue—PC	Barton A. Stebbins, Advtg. Agency
Chrysler Corp. Institutional	Major Bowes' Amateur Hour	CBS	Ruthrauff & Ryan
Cities Service Co. Institutional	Cities Service Concert	NBC	Foote, Cone & Belding
D. L. Clark Company Candies & Teaberry Gum	Where Do We Stand Good Will Hour	Blue MBS	Walker & Downing Walker & Downing
Coca-Cola Co. Coca-Cola	Pause That Refreshes On The Air Victory Parade of Spotlight Bands Songs By Morton Downey	CBS Blue Blue	D'Arcy Advertising Co., Inc. D'Arcy Advertising Co., Inc. D'Arcy Advertising Co., Inc.
Colgate-Palmolive-Peet Co. Palmolive Shave Cream Colgate Tooth Paste Palmolive Soap	Can You Top This? Sports Newsreel Million Dollar Band Hobby Lobby Al Jolson—Monty Woolley	NBC NBC NBC CBS CBS	Ted Bates, Inc. Sherman & Marquette, Inc. Ted Bates, Inc. Ted Bates, Inc. Sherman & Marquette, Inc.
Colonial Dames, Inc. Cosmetics	Find The Woman The Quiz Quotient Bob Greene Dick Joy—News	CBS—PC CBS—PC CBS—PC CBS—PC	Glasser-Gailey & Co. Glasser-Gailey & Co. Glasser-Gailey & Co. Glasser-Gailey & Co.
Council On Candy In Wartime Institutional	Washington Reports on Rationing	NBC	Batten, Barton, Durstine & Osborn Inc.
Consolidated Razor Co. Berkeley Razor Blades	The Better Half	MBS	Grey Adv. Agency, Inc.

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Conti Products Conti Shampoo & Soap	Memo For Tomorrow—Charles Hodges Treasure Hour of Song	MBS MBS	Bermingham, Castleman & Pierce, Inc. Bermingham, Castleman & Pierce, Inc.
Continental Baking Co. Wonder Bread	Bachelor's Children	CBS	Ted Bates, Inc.
Continental Radio & Television Corp. Admiral Radios	World News Today	CBS	Cruttenden & Eger
Corn Products Refining Co. All Products	Stage Door Canteen	CBS	C. L. Miller Company
Coronet Magazine Coronet Magazine	Coronet Little Show	MBS	Schwimmer & Scott
Cream of Wheat Corp. Cream of Wheat	Breakfast Club Let's Pretend	Blue CBS	Batten, Barton, Durstine & Osborn, Inc. Batten, Barton, Durstine & Osborn, Inc.
Cudahy Packing Co. Delrich Old Dutch Cleanser	Something To Talk About Helpmate	CBS NBC	Grant Advertising, Inc. Grant Advertising, Inc.
Curtiss-Wright Corp. Aircraft	He Does Not Fly Alone	MBS	Landsheft, Inc.
Curtiss Candy Co. Candy	Warren Sweeney—News	CBS	C. L. Miller Company
Cummer Products Co. Energine	Manhattan At Midnight Battle Of The Sexes	Blue Blue	Young & Rubicam, Inc. Young & Rubicam, Inc.
Delaware, Lackawanna, Western Coal Co. Blue Coal	The Shadow	MBS	Ruthrauff & Ryan, Inc.
Dictagraph Corp. **Acoustican Div.** (Hearing Aids)	Hear America	Blue	Ruthrauff & Ryan, Inc.
Doctor Pepper Co. Beverages	Fun Valley With Al Pearce	Blue	Tracy-Locke-Dawson, Inc.
Douglas Shoes Shoes	Today's World News—John Stanley	MBS	Harold Cabot & Co., Inc.

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Dubonnet Corp. of Lodi Dubonnet Wine, Vermouth	Xavier Cugat's Orchestra Alec Templeton Time Your Dubonnet Time	MBS Blue Blue	William H. Weintraub & Co., Inc. William H. Weintraub & Co., Inc. William H. Weintraub & Co., Inc.
Duff & Sons, Inc. Duff's Ready to Bake Mixes	Galen Drake	CBS—PC	W. Earl Bothwell Adv. Agency
Duffy-Mott Company Mott Products	What's Your Idea?	MBS	Al Paul Lefton Company, Inc.
E. I. Du Pont de Nemours & Co. Institutional	Cavalcade of America	NBC	Batten, Barton, Durstine & Osborn, Inc.
Dwight Edwards Co. Dwight Edwards Coffee	World Today Chet Huntley	CBS—PC CBS—PC	McCann-Erickson, Inc. McCann-Erickson, Inc.
E			
Electric Companies Advertising Program Institutional	Report To The Nation	CBS	N. W. Ayer & Son, Inc.
Elgin National Watch Co. Watches	The Man Behind The Gun	CBS	J. Walter Thompson Company
Employees Group Insurance	Cedric Foster—News	MBS	H. B. Humphrey Company
Emerson Drug Company Bromo-Seltzer	Ellery Queen Vox Pop	NBC CBS	Ruthrauff & Ryan, Inc. Ruthrauff & Ryan, Inc.
Eversharp, Inc. Pens & Pencils	Take It Or Leave It	CBS	The Biow Co., Inc.
F			
Firestone Tire & Rubber Co. Institutional	Voice Of Firestone	NBC	Sweeney & James Co.
Fisher Flouring Mills, Inc. Wheat Cereals	Bill Henry Louis P. Lochner Breakfast At Sardi's James Abbe Observes	NBC—PC NBC—PC Blue—PC Blue—PC	Pacific National Adv. Agency Pacific National Adv. Agency Pacific National Adv. Agency Pacific National Adv. Agency
F. W. Fitch Co. Fitch Hair Products	Fitch Bandwagon News Of The World	Blue—NBC NBC	L. W. Ramsey Co. L. W. Ramsey Co.
J. A. Folger & Co. Coffee	Harry W. Flannery	CBS—PC	Raymond R. Morgan Co.

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
J. A. Folger & Co.	Breakfast At Sardi's	Blue—PC	Raymond R. Morgan Co.
Ford Motor Company Ford Cars	Watch The World Go By	Blue	Maxon, Inc.
G			
General Cigar Co. White Owl Cigars	William Winter	CBS—PC	Federal Advertising Agency, Inc.
	Pacific Theater Of War	CBS—PC	Federal Advertising Agency, Inc.
Van Dyke Cigars	Raymond Clapper	MBS	J. Walter Thompson Co.
General Electric Co. Radio & Television, Institutional	Hour Of Charm	NBC	Batten, Barton, Durstine & Osborn, Inc., and Foster & Davies, Inc.
	Frazier Hunt	CBS	Maxon, Inc.
	The World Today	CBS	Maxon, Inc.
General Foods Corp. Grape-Nuts Flakes	Jack Benny	NBC	Young & Rubicam, Inc.
General Foods Corp. Wheatmeal & Grape-Nuts Flakes	Those We Love	NBC	Young & Rubicam, Inc.
General Foods Corp. Post Toasties	Night Editor	NBC	Benton & Bowles, Inc.
General Foods Corp. Diamond Crystal Salt, Bakers Chocolate	When A Girl Marries	NBC	Benton & Bowles, Inc.
General Foods Corp. Post's 40% Bran Flakes	Portia Faces Life	NBC	Benton & Bowles, Inc.
General Foods Corp. Maxwell House Coffee	Maxwell House Coffee Time	NBC	Benton & Bowles, Inc.
General Foods Corp. Postum	Aldrich Family	NBC	Young & Rubicam, Inc.
General Foods Corp. Maxwell House Coffee	Blind Date	NBC	Benton & Bowles, Inc.
General Foods Corp. Swansdown, Calumet	Kate Smith Speaks	CBS	Young & Rubicam, Inc.
General Foods Corp. Post Toasties, Post's 40% Bran Flakes	Young Dr. Malone	CBS	Benton & Bowles, Inc.

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
General Foods Corp. Post Toasties, Sanka Post-Tens	Adventures of the Thin Man	CBS	Benton & Bowles, Inc. Young & Rubicam, Inc.
General Foods Corp. Jello, Sanka Coffee	Kate Smith Hour	CBS	Young & Rubicam, Inc.
General Foods Corp. Wheatmeal, Grape-Nuts Flakes	Those We Love We Love & Learn William L. Shirer	CBS CBS CBS	Young & Rubicam, Inc. Young & Rubicam, Inc. Young & Rubicam, Inc.
General Foods Corp. La France, Satina, Post Rasin Bran	Joyce Jordan, M.D.	CBS	Young & Rubicam, Inc.
General Foods Corp. Bird's Eye Frosted Foods	Dinah Shore Program	CBS	Young & Rubicam, Inc.
General Mills, Inc. Cheerioats Kitchen-tested Flour	Light of the World Lonely Women	NBC NBC	Blackett-Sample-Hummert Blackett-Sample-Hummert
General Mills, Inc. Betty Crocker's Soup, Wheaties	Guiding Light	NBC	Blackett-Sample-Hummert
General Mills, Inc. Soft-As-Silk Cake Flour and Soup	Hymns of All Churches Betty Crocker Melodies of Home	NBC NBC NBC	Blackett-Sample-Hummert Blackett-Sample-Hummert Blackett-Sample-Hummert
General Mills, Inc. Bisquick	Valiant Lady	CBS	Knox Reeves Advertising, Inc.
General Mills, Inc. Wheaties	Kitty Foyle Nelson Pringle	CBS CBS—PC	Knox Reeves Advertising, Inc. Knox Reeves Advertising, Inc.
General Mills, Inc. Sperry Flour	Sam Hayes, News	CBS—PC	Westco Advertising Agency
General Motors Corp. Institutional	General Motors Symphony of the Air Presenting NBC Symphony	NBC	Arthur Kudner, Inc.
Gerber Products Co. Baby Foods	Baby Food Rationing	CBS	Federal Advertising Agency, Inc.
Gillette Safety Razor Co. Razor Blades	Sports Broadcasts— Boxing—Baseball World Series Football, Orange Bowl, Sugar Bowl, All-Star Baseball Game, Kentucky Derby	MBS CBS	Maxon, Inc. Maxon, Inc.

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Gilmore Oil Co. Gas and Oil	Furlough Fun	NBC—PC	Ruthrauff & Ryan, Inc.
B. F. Goodrich Co. Institutional	Joseph C. Harsch, News	CBS	Batten, Barton, Durstine & Osborn, Inc.
Goodyear Tire & Rubber Co. Institutional	Salute to Youth	NBC	Arthur Kudner, Inc.
Goodyear Tire & Rubber Co. Heels and Soles	Hook'n Ladder Follies	NBC	N. W. Ayer & Son, Inc.
Gospel Broadcasting Ass'n Religious	Old Fashioned Revival Hour Pilgrim Hour	MBS MBS	R. H. Alber Co. R. H. Alber Co.
Gotham Silk Hosiery	Strictly Personal— Pegeen Fitzgerald	MBS	Sterling Adv. Agency, Inc.
Great Atlantic & Pacific Tea Co. A & P Store Services	Food News Roundup— Gunnar Back and Ruth Hadley	CBS	Paris & Peart, Inc.
Grayson Shops of California Women's Apparel	Stop & Go—Ken Murray	CBS—PC NBC—PC	Milton Weinberg Adv. Co. Milton Weinberg Adv. Co.
Grove Laboratories, Inc. Cold Tablets	Roy Dady 10 o'Clock Wire—Bob Greene Reveille Roundup	MBS CBS—PC NBC	Russel M. Seeds, Inc. Russel M. Seeds, Inc. Russel M. Seeds, Inc.
Gulf Oil Corp. Gas and Oil	We, the People	CBS	Young & Rubicam, Inc.
Hall Brothers, Inc. Greeting Cards	Meet Your Navy	Blue	Henry, Hurst & McDonald, Inc.
Harvel Watch Company Watches	John B. Kennedy John B. Hughes	Blue MBS	A. W. Lewin Co., Inc. A. W. Lewin Co., Inc.
Hecker Products, Inc. Force	Moylan Sisters	Blue	Clements Co.
H. J. Heinz Co. Food Products	Baby Institute Information, Please Vacation Serenade	Blue NBC NBC	Maxon, Inc. Maxon, Inc. Maxon, Inc.

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Holland Furnace Co. Heating and Air Conditioning	Smilin' Ed McConnell	CBS	Roche, Williams & Cunnyngham, Inc.
Hudson Coal Co. D & H Anthracite	CBS News of the World	CBS	Clements Company, Inc.
	I		
International Silver Co. Sterling and 1847 Rogers Bros. Silver	Edward R. Murrow Silver Theater	CBS CBS	Young & Rubicam, Inc. Young & Rubicam, Inc.
Ironized Yeast Co. Yeast	Good Will Hour	Blue	Ruthrauff & Ryan, Inc.
	J		
Andrew Jergens Co. Jergens Lotion	Jergens Journal— Walter Winchell	Blue	Lennen & Mitchell, Inc.
Andrew Jergens Co. Woodbury Soap and Cosmetics	Parker Family Chamber Music Society of Lower Basin Street	Blue Blue	Lennen & Mitchell, Inc. Lennen & Mitchell, Inc.
Andrew Jergens Co. Woodbury Face Cream and Powder	Mr. and Mrs. North	NBC	Lennen & Mitchell, Inc.
S. C. Johnson & Son Floor Wax and Polish	Fibber McGee & Molly Passing Parade	NBC NBC	Needham, Louis & Brorby, Inc. Needham, Louis & Brorby, Inc.
Johns-Manville Corp. Insulation	Cecil Brown and Bill Henry—News	CBS	J. Walter Thompson Co.
Johnson & Johnson Band-Aid	Edwin C. Hill	CBS	Young & Rubicam, Inc.
Jones & Laughlin Steel Corp. Steel Products	March of Fighting Steels	MBS	Calkins & Holden, Inc.
	K		
Kay Jewelry Co. Jewelry	Bob Anderson—News	CBS—PC	Garfield & Guild, Adv.
Kelite Products, Inc. Kenn Cleanser	Agent V Sam Hayes—Spectator	CBS—PC Blue—PC	Little & Co. Little & Co.

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Kellogg Company Pep	Breakfast at Sardi's	Blue—PC	Kenyon & Eckhardt, Inc.
Kellogg Company Kellogg Products	Breakfast Club	Blue	Kenyon & Eckhardt, Inc.
Kellogg Company Gro-Pup	Kellogg News	Blue	Kenyon & Eckhardt, Inc.
Kellogg Company All-Bran	Jack Berch and His Boys	MBS	Kenyon & Eckhardt, Inc.
Kellogg Company Pep	Superman	MBS	Kenyon & Eckhardt, Inc.
Kendall Foods, Inc. Dog Food	Andy and Virginia	Blue—PC	Mayers Company
Kerr Glass Mfg. Co. Mason Jars and Caps	Breakfast at Sardi's	Blue—PC	Raymond R. Morgan Co.
Kolynos Company Toothpaste	Front Page Farrell	NBC	Blackett-Sample-Hummert
Kraft Cheese Co. Cheese and Food Products	Kraft Music Hall—Bing Crosby The Great Gildersleeve	NBC NBC	J. Walter Thompson Company Needham, Louis & Brorby, Inc.
L			
L. B. Laboratories Hair Oil and Shampoo	Breakfast at Sardi's	Blue	Glasser-Gailey & Company
Lady Esther, Ltd. Cosmetics	Screen Guild Players	CBS	Pedlar & Ryan, Inc.
Land O' Lakes Creameries, Inc. Butter and Dairy Products	Boake Carter—News	MBS	Wm. Estey & Co., Inc.
Langendorf United Bakeries Bakery Products	Red Ryder	Blue—PC	Ruthrauff & Ryan, Inc.
Lehn & Fink Products Hinds Cream	Blind Date Take a Card	Blue MBS	William Esty & Co., Inc. William Esty & Co., Inc.
Frank W. Lee Co. Hats	Dale Carnegie	MBS	Bermingham, Castleman & Pierce, Inc.

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Lever Brothers Co. Rinso	Amos n' Andy	NBC	Ruthrauff & Ryan, Inc.
	The Mayor of the Town	CBS	Ruthrauff & Ryan, Inc.
Lever Brothers Co. Lifebuoy Soap	Bob Burns, Arkansas Traveler	NBC	Ruthrauff & Ryan, Inc.
	Life with Fred Brady	NBC	Ruthrauff & Ryan, Inc.
	Big Sister	CBS	Ruthrauff & Ryan, Inc.
Lever Bros. Co. Lux Toilet Soap	Lux Radio Theater	CBS	J. Walter Thompson Co.
Lever Bros. Co. Swan Soap	Tommy Riggs & Betty Lou	NBC	Young & Rubicam, Inc.
	Bright Horizon	CBS	Young & Rubicam, Inc.
	Burns & Allen	CBS	Young & Rubicam, Inc.
Lever Bros. Co. Spry, Lifebuoy	Aunt Jenny	CBS	Ruthrauff & Ryan, Inc.
Lewis-Howe Company Tums and N.R.	Let's Be Charming	MBS	Roche, Williams & Cunnyngham, Inc.
	Horace Heidt Orchestra	CBS	Roche, Williams & Cunnyngham, Inc.
	Treasure Chest	NBC	Roche, Williams & Cunnyngham, Inc.
Liggett & Myers Tobacco Co. Chesterfields	Harry James and His Music Makers	CBS	Newell-Emmett Co.
	Fred Waring	NBC	Newell-Emmett Co.
Local Cooperative Program Various	Adventures of Bulldog Drummond	MBS	Various
Local Cooperative Program Various	Background for News—Walter Compton	MBS	Various
Local Cooperative Program Various	Bill Hay Reads the Bible	MBS	Various
Local Cooperative Program Various	Boake Carter	MBS	Various
Local Cooperative Program Various	Sheelah Carter	MBS	Various
Local Cooperative Program Various	Cedric Foster	MBS	Various
Local Cooperative Program Various	Arthur Gaeth	MBS	Various

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Local Cooperative Program Various	Phillip Keyne-Gordon	MBS	Various
Local Cooperative Program Various	Johnson Family	MBS	Various
Local Cooperative Program Various	Karl Zomar's Scrapbook	MBS	Various
Local Cooperative Program Various	Fulton Lewis, Jr.	MBS	Various
Local Cooperative Program Various	Ian Ross MacFarlane	MBS	Various
Local Cooperative Program Various	Sydney Moseley	MBS	Various
Local Cooperative Program Various	The Shadow	MBS	Various
Local Cooperative Program Various	World's Front Page	MBS	Various
Lockheed Aircraft Corp. Institutional	Ceiling Unlimited	CBS	Foote, Cone & Belding
Loew's, Inc. M-G-M Pictures	M-G-M Presents Victor Borge	Blue	Donahue & Coe, Inc.
P. Lorillard Co. Old Golds	Nelson Eddy, Sammy Kaye and Orchestra Bob Crosby and Company	CBS NBC	J. Walter Thompson Co. J. Walter Thompson Co.
Los Angeles Soap Co. White King Soap	Bob Anderson Art Baker—News	CBS—PC NBC—PC	Raymond R. Morgan Co. Raymond R. Morgan Co.
Loyal Order of Moose Insurance	Moose Fireside Party	MBS	L. W. Ramsey Co.
Lumberman's Mutual Casualty Co. Insurance	Upton Close—News	MBS	Leo Burnett Co., Inc.
Lutheran's Laymen's League Religious	Lutheran Hour	MBS	Gotham Advertising Co.

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
MacMillan Petroleum Corp. Institutional	H. V. Kaltenborn	NBC	Logan & Arnold
MacFadden Publications, Inc. Liberty Magazine	The Ghost Shift	CBS	Warwick & Legler, Inc.
McKesson & Robbins, Inc. Bexel and Sweetheart Soap	Wm. Winter—Chet Huntley—Dick Joy—News	CBS—PC	J. D. Tarcher & Co.
Mail Pouch Tobacco Co. Melo Crown Stogies and Mail Pouch Tobacco	Counterspy	Blue	Walker & Downing
Manhattan Soap Company Sweetheart Soap	Scramby Andy Dick Joy—Bob Greene—News	NBC CBS—PC	Franklin Bruck Adv. Corp. Franklin Bruck Adv. Corp.
Mennen Company Shaving and Toilet Articles	Dick Joy—Bob Greene—News Ed Sullivan Entertains	CBS—PC CBS	Russel M. Seeds Co., Inc. Russel M. Seeds Co., Inc.
The Mentholatum Co. Salve	Phil Stearns—Wm. Winter—News	CBS—PC	J. Walter Thompson Co.
Metro-Goldwyn-Mayer Pictures	Fulton Oursler	MBS	Donahue & Coe, Inc.
Miles Laboratories, Inc. Alka-Seltzer and One-A-Day Vitamins	Quiz Kids Lum and Abner News of the World National Barn Dance	Blue Blue NBC NBC	Wade Advertising Agency Wade Advertising Agency Wade Advertising Agency Wade Advertising Agency
Minneapolis-Honeywell Regulator Company Air Conditioning, Aircraft Controls	Blue Jacket Choir with Danny O'Neil Alias John Freedom	CBS Blue	Addison Lewis & Associates Addison Lewis & Associates
Modern Food Process Co. Thrivo Vogt's Philadelphia Scrapple	Olivio Santoro Little Betsy Ross Girl	NBC NBC	The Clements Company, Inc. The Clements Company, Inc.
The Molle Co. Shaving Cream	Mystery Theater Battle of the Sexes	NBC NBC	Young & Rubicam, Inc. Young & Rubicam, Inc.
Benjamin Moore & Co. Paints and Varnishes	Betty Moore	Blue	Direct

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
John Morrell & Co. Red Heart Dog Food	Bob Becker Chats About Dogs Bob Becker's Pet Party	CBS NBC	Henri, Hurst & McDonald, Inc. Henri, Hurst & McDonald, Inc.
Philip Morris & Co., Ltd. Cigarettes and Tobacco	Johnnie Presents—Ginny Simms Crime Doctor Philip Morris Playhouse	NBC CBS CBS	Biow Company, Inc. Biow Company, Inc. Biow Company, Inc.
C. F. Mueller Co. Macaroni	Morning Market Basket	Blue—CBS	Duane Jones Co.
N			
National Small Business Men's Assoc.	Let Freedom Ring	MBS	Schwimmer & Scott
Neighbors of Woodcraft Insurance	Grandpappy and His Pals	Blue—PC	Showalter-Lynch Adv. Agency
Nestle's Milk Products Nestle's Products	Breakfast at Sardi's	Blue—PC	Leon Livingston Adv. Agency
Northwestern Yeast Co. Yeast Foam	Songs of a Dreamer	Blue	MacFarland, Aveyard & Co.
Northern Pump Co. Institutional	Upton Close—News	NBC	Batten, Barton, Durstine & Osborn, Inc.
O			
O'Cedar Corp. Mops and Floor Polishes	Hot Copy	Blue	Aubrey, Moore & Wallace, Inc.
O'Sullivan Rubber Co. Rubber Heels	Leon Henderson	Blue	Advtg. & Sales Council, Inc.
Owens-Illinois Glass Co. Institutional	Home Front Matinee	CBS	D'Arcy Adv. Co., Inc., and J. Walter Thompson Co.
P			
Pabst Sales Co. Blue Ribbon Beer	Blue Ribbon Town	CBS	Warwick & Legler, Inc.
Pacific Coast Borax Co. Borax Products	Death Valley Days	CBS	McCann-Erickson, Inc.

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Packard Bell Co. Radios, Phonocords	News Makers	NBC—PC	Barton A. Stebbins, Adv. Agency
Parker Pen Co. Quink	Eric Sevareid—Ned Calmer, News	CBS	J. Walter Thompson Co.
Pepsodent Co. Toothpaste & Toothbrushes	Bob Hope	NBC	Foote, Cone & Belding
	Johnny Mercer's Music Box	NBC	Foote, Cone & Belding
Peter Paul, Inc. Candy Bars	Truman Bradley—Bob Anderson	CBS—PC	Brisacher, Davis & Staff
Pet Milk Sales Co. Pet Milk	Saturday Night Serenade	CBS	Gardner Adv. Co.
	Mary Lee Taylor	CBS	Gardner Adv. Co.
Petri Wine Co. Wine	Adventures of Sherlock Holmes	MBS—PC	Young & Rubicam, Inc.
Pharmaco Co. Feen-a-mint, Chooz	Double or Nothing	MBS	Wm. Estey & Co., Inc.
	Bobby Hookey	MBS	Clements Adv. Agency
Chas. H. Phillips Co. Milk of Magnesia, Toothpaste and Powder, Creams, Haley's MO	Backstage Wife	NBC	Blackett-Sample-Hummert
	Stella Dallas	NBC	Blackett-Sample-Hummert
	Young Widder Brown	NBC	Blackett-Sample-Hummert
	Waltz Time	NBC	Blackett-Sample-Hummert
	Lorenzo Jones	NBC	Blackett-Sample-Hummert
Philco Corp. Institutional	Radio Hall of Fame	Blue	Sayre M. Ramsdell Assoc., Inc.
	Our Secret Weapon	CBS	Sayre M. Ramsdell Assoc., Inc.
Planters Nut & Chocolate Co. Peanuts and Peanut Oil	Harry W. Flannery—Wm. Winter, News	CBS—PC	Raymond R. Morgan Co.
	Louis P. Lochner	NBC—PC	Raymond R. Morgan Co.
Plough, Inc. St. Joseph's Aspirin	Don't You Believe It	CBS	Lake-Spiro-Shurman, Inc.
Prince Matchabelli Perfumery, Inc. Perfumes	Stradivari Orchestra Under Direction of Paul Lavalle	NBC	Morse International, Inc.
Procter & Gamble Co. Ivory Flakes	Brave Tomorrow	NBC	Compton Adv., Inc.
Procter & Gamble Co. Dreft	Lone Journey	NBC	Blackett-Sample-Hummert
	Dreft Star Playhouse	NBC	Blackett-Sample-Hummert

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Procter & Gamble Co. Camay Soap	Pepper Young's Family	NBC—CBS	Pedlar & Ryan, Inc.
Procter & Gamble Co. Crisco	Vic and Sade Bernardine Flynn—News	NBC—CBS CBS	Compton Adv., Inc. Compton Adv., Inc.
Procter & Gamble Co. Duz Ivory Soap	Road of Life Truth or Consequences The Goldbergs	NBC NBC CBS	Compton Adv., Inc. Compton Adv., Inc. Compton Adv., Inc.
Procter & Gamble Co. Ivory Soap & Duz	Right to Happiness Life Can Be Beautiful	NBC CBS	Compton Adv., Inc. Compton Adv., Inc.
Procter & Gamble Co. Ivory Snow	Woman of America Mary Marlin	NBC NBC	Benton & Bowles, Inc. Benton & Bowles, Inc.
Procter & Gamble Co. Drene	Abie's Irish Rose	NBC	H. W. Kastor & Sons Adv. Co., Inc.
Procter & Gamble Co. Dash	Truman Bradley—News	CBS—PC	Pedlar & Ryan, Inc.
Procter & Gamble Co. Oxydol	Ma Perkins	NBC—CBS	Blackett-Sample-Hummert
Procter & Gamble Co. White Laundry Soap	Snow Village	NBC	Compton Adv., Inc.
Procter & Gamble Co. Ivory and Oxydol	I Love a Mystery	CBS	Compton Adv., Inc.
Prudential Insurance Co. of America Insurance Services	Prudential Family Hour	CBS	Benton & Bowles, Inc.
Pure Oil Co. Purol Gas & Oil	H. V. Kaltenborn	NBC	Leo Burnett Co., Inc.
Purina Mills Purina Foods	Grand Ol' Opry	NBC	Gardner Adv. Co.
Quaker Oats Co. Puffed Rice and Wheat Sparkies	Terry and the Pirates	Blue	Sherman and Marquette, Inc.

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Quaker Oats Co. Food Products	That Brewster Boy	CBS	Ruthrauff & Ryan, Inc.
Quaker Oats Co. Aunt Jemima Pancake Flour, Muffets	Aunt Jemima Program	CBS	Sherman K. Ellis and Co., Inc.
	R		
Radio Bible Class Religious	Radio Bible Class	MBS	Aircasters, Inc.
Radio Corp. of America Institutional	What's New	Blue	J. Walter Thompson Co.
Reader's Digest Assn., Inc. Institutional	Victory Book Campaign	CBS	Batten, Barton, Durstine & Osborn, Inc.
Revlon Products Corp. Nail Polish and Lipstick	Revlon Program	Blue	Wm. H. Weintraub & Co., Inc.
R. J. Reynolds Tobacco Co. Camels and Prince Albert Smoking Tobacco	Grand Ol' Opry	NBC	Wm. Esty & Co., Inc.
	Moore, Durante and Cugat	NBC—CBS	Wm. Esty & Co., Inc.
	Abbott and Costello	NBC	Wm. Esty & Co., Inc.
	Thanks to the Yanks	CBS	Wm. Esty & Co., Inc.
	Blondie	CBS	Wm. Esty & Co., Inc.
Richfield Oil Co. Oil and Gasoline	Confidentially Yours	MBS	Hixson-O'Donnell Adv., Inc.
	Richfield Reporter	NBC—PC	Hixson-O'Donnell Adv., Inc.
Roma Wine Co. Wines	Suspense, Roma Show	CBS	McCann-Erickson, Inc.
	Grapevine Rancho		
	S		
Sales Builders, Inc. Max Factor Cosmetics	Breakfast at Sardi's	Blue—PC	Smith & Drum, Inc.
Safeway Stores, Inc. Grocery Products	Breakfast at Sardi's	Blue—PC	J. Walter Thompson Co.
	What's Doing, Ladies	Blue—PC	J. Walter Thompson Co.
San Nap Pak Co. Paper Tissues	What's My Name	NBC	The Biow Co., Inc.
Schenley Import Corp. Cresta Blanca Wine	Cresta Blanca Carnival	CBS	Wm. H. Weintraub & Co., Inc.

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Schuckl & Co. Soups	Rancho News	NBC—PC	Erwin, Wasey & Co., Inc.
Schutter Candy Co. Candies	Col. Stoopnagle's Stooperoos, Coronet Little Show, Curt Massey	CBS	Schwimmer & Scott Roche, Williams & Cunnyngham, Inc.
	Curt Massey & Co.	NBC	Schwimmer & Scott
Seaboard Finance Co. Personal Loans	News	Blue—PC	Smith & Bull
Sealtest, Inc. Milk and Ice Cream	Rudy Vallee	NBC	McKee & Ablright, Inc.
	Joan Davis, Jack Haley	NBC	McKee & Ablright, Inc.
Sealy, Inc. Mattress	A Layman's View of the News	NBC	Alvin Wilder Adv.
R. B. Semler, Inc. Kreml Hair Tonic and Shampoo	Gabriel Heatter	MBS	Erwin, Wasey & Co., Inc.
Serutan Co. Serutan Products	A. L. Alexander's Mediation Board	MBS	Raymond Spector Co., Inc.
	Drew Pearson	Blue	Raymond Spector Co., Inc.
Servel, Inc. Institutional	Fashions in Rations	CBS	Batten, Barton, Durstine & Osborn, Inc.
W. A. Sheaffer Pen Co. Pens and Pencils	World News Parade	NBC	Russel M. Seeds Co., Inc.
Sherwin-Williams Co. Paints	Metropolitan Auditions of the Air	Blue	Warwick & Legler, Inc.
Sherwood Bros. Richfield Oil and Gasoline	Confidentially Yours—Arthur Hale	MBS	Van Sant Dugdale & Co., Inc.
Signal Oil Co. Gas and Oil	Signal's Question of the Week	CBS—PC	Barton A. Stebbins Adv. Agency
	Signal Round Ttable	CBS—PC	Barton A. Stebbins Adv. Agency
Sinclair Refining Co. Gas and Oil	Confidentially Yours	MBS	Hixson-O'Donnell Adv., Inc.
Skelly Oil Co. Petroleum Products	Alex Dreier	NBC	Henri, Hurst & McDonald, Inc.
Skinner & Eddy Corp. Minute-Man Soups	Breakfast at Sardi's	Blue—PC	J. William Sheets

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Dr. Earl S. Sloan Sloan's Liniment	Gangbusters	Blue	Warwick & Legler, Inc.
Smith Bros. Cough Drops	Dick Joy, Nelson Pringle—News	CBS—PC	J. D. Tarcher & Co.
Socony-Vacuum Oil Co. Petroleum Products	Raymond Gram Swing	Blue	Compton Adv., Inc.
Soil-Off Mfg. Co. Cleaning Fluid	Truman Bradley—News Galen Drake	CBS—PC CBS—PC	Buchanan & Co., Inc. Buchanan & Co., Inc.
Southern Cotton Oil Co. Wesson Oil and Snowdrift	Crumit and Sanderson, Irene Beasley	CBS	Kenyon & Eckhardt, Inc.
So. Spring Bed Co. Beds and Bedding	Robert St. John	NBC	Tucker Wayne & Co., Inc.
A. G. Spaulding & Bros., Inc. Institutional	Babe Ruth in Person	NBC	Ferry-Hanly Co., Inc.
Sperry Flour Co. Drifted Snow Flour Cereals	Sam Hayes Dr. Kate	NBC—PC NBC—PC	Knox Reeves Adv., Inc. Knox Reeves Adv., Inc.
E. R. Squibb & Sons Pharmaceuticals	Keep Working, Keep Singing, America Calling America To Your Good Health	CBS CBS CBS	Geyer, Cornell & Newell, Inc. Geyer, Cornell & Newell, Inc. Batten, Barton, Durstine & Osborn, Inc.
Standard Brands, Inc. Royal Baking Powder Desserts	The O'Neills	NBC	Ted Bates, Inc.
Standard Brands, Inc. Chase and Sanborn Coffee Stams	Charlie McCarthy—Edgar Bergen Dinah Shore—Paul Whiteman Orch.	NBC NBC	J. Walter Thompson Co. J. Walter Thompson Co.
Standard Brands, Inc. Fleischmann's Yeast	One Man's Family	NBC	Kenyon & Eckhardt, Inc.
Standard Brands, Inc. Tenderleaf Tea	Mary Marlin	CBS	J. Walter Thompson Co.

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Standard Brands, Inc. Chase and Sanborn Coffee	The Open Door	NBC	Ted Bates, Inc.
Standard Oil of Calif. Petroleum Products	Lowell Thomas Standard School Broadcast Standard Symphony Hour	Blue—PC NBC—PC NBC—PC	Batten, Barton, Durstine & Osborn, Inc. Batten, Barton, Durstine & Osborn, Inc. Batten, Barton, Durstine & Osborn, Inc.
Sterling Products, Inc. Dr. Lyons Toothpowder Bayer Aspirin	Second Husband American Melody Hour	CBS CBS	Blackett-Sample-Hummert Blackett-Sample-Hummert
Sterling Products, Inc. Mulsified Oil Shampoo Phillips Dentifrice and Tablets	Amanda of Honeymoon Hill	CBS	Blackett-Sample-Hummert
Stokely Bros. & Co. Van Camp Tenderoni	Breakfast at Sardi's	Blue—PC	Calkins & Holden, Inc.
Sun Maid Raisin Growers Institutional	David Gilmore	NBC	Foote, Cone & Belding
Sunnyvale Packing Co. Rancho Soups	Galen Drake	CBS—PC	Foote, Cone & Belding
Sun Oil Co. Petroleum Products	Lowell Thomas	Blue	Roche, Williams & Cunnyngham, Inc.
Sweets Co. of America Tootsie Roll Tootsie V-M	Dick Tracy	Blue	Duane Jones Co.
Swift & Co. Swift's Products	Breakfast Club Breakfast at Sardi's	Blue—PC Blue—PC	J. Walter Thompson Co. J. Walter Thompson Co.
T			
Joseph Tetley & Co. Tea Dehydrated Soups	Isabel Manning Hewson Morning Market Basket	CBS Blue	Duane Jones Co. Duane Jones Co.
Texas Co. Texaco Products	Fred Allen, Texaco Star Theater Metropolitan Opera	CBS Blue	Buchanan & Co., Inc. Buchanan & Co., Inc.
Time, Inc. Institutional	March of Time	NBC	Young & Rubicam, Inc.

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Tillamook County Creamery Creamery Products	Tillamook Kitchen	NBC—PC	Botsford, Constantine & Gardner
Trimount Clothing Co. Clipper Craft Clothes	Topics of Today—Dorothy Thompson	Blue	Emil Mogul Co., Inc.
	U		
Union Oil Co. Oils and Gas	Point Sublime	NBC CBS—PC	Foote, Cone & Belding Foote, Cone & Belding
United Airlines Transport Corp. Air Travel	In Time to Come	CBS	N. W. Ayer & Son, Inc.
United States Rubber Co. Rubber Products	New York Philharmonic Symphony	CBS	Campbell-Ewald Co., Inc.
United States Tobacco Co. Dill's Best and Model Tobacco	Gay Nineties Revue	CBS	Arthur Kudner, Inc.
	V		
Vick Chemical Co. Vick Products	Hello From Hollywood	CBS—PC	Morse International, Inc.
Vick Chemical Co. Vitamins Plus Capsules	Dr. I. Q.	NBC	Grant Adv., Inc.
Voice of Prophecy Religious	Voice of Prophecy	MBS	O. C. Hoskins & Assoc.
	W		
Wander Co. Ovaltine	Captain Midnight	Blue	Blackett-Sample-Hummert
Washington State Apple Adv. Comm. Apples	The World Today Breakfast at Sardi's	CBS—PC Blue—PC	J. Walter Thompson Co. J. Walter Thompson Co.
Washington Cooperative Egg & Poultry Assn. Institutional and Lyndon Chickens	Chet Huntley—News Breakfast at Sardi's	CBS—PC Blue—PC	Pacific National Adv. Agency Pacific National Adv. Agency
R. L. Watkins Co. Dr. Lyons' Toothpowder	Manhattan Merry-Go-Round Backstage Wife Lorenzo Jones	NBC NBC NBC NBC	Blackett-Sample-Hummert Blackett-Sample-Hummert Blackett-Sample-Hummert Blackett-Sample-Hummert
Welch Grape Juice Co. Welch Products	Irene Rich	CBS	H. W. Kastor & Sons Adv., Co., Inc.

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Wesson Oil & Snowdrift Sales Co. Salad Oil	Hawthorne House	NBC	Fitzgerald Adv. Agency, Inc.
Wesley Radio League Religious	Rev. J. E. Zoller	MBS	Aircasters, Inc.
Western Sugar Refinery Sea Island Sugar	I Was There	CBS—PC	J. Walter Thompson Co.
Westinghouse Elec. & Mfg. Co. Institutional	Westinghouse Program	NBC	Young & Rubicam, Inc.
Wheeling Steel Corp. Steel Products	Musical Steelmakers	Blue	Critchfield & Co.
J. B. Williams Co. Shaving Cream	True or False Adventures of Nero Wolfe	Blue Blue	J. Walter Thompson Co. J. Walter Thompson Co.
Williamson Candy Co. Candy	Famous Jury Trials	Blue	Aubrey, Moore & Wallace, Inc.
Wilson Milk Co. Evaporated Milk	Smile Awhile	Blue	Keeling & Co., Inc.
Wilson Sporting Goods Co. Sports Equipment	Arch Ward's Sports Preview	MBS	U. S. Adv. Corp.
Wm. Wrigley, Jr., Co. Chewing Gum	Sgt. Gene Autry America in the Air The First Line Ben Bernie Keep the Home Fires Burning American Women	CBS CBS CBS CBS CBS CBS	J. Walter Thompson Co. J. Walter Thompson Co. Arthur Meyerhoff & Co. Arthur Meyerhoff & Co. Arthur Meyerhoff & Co. Arthur Meyerhoff & Co.
Wyeth Chemical Co. Hill's Cold Tablets	Front Page Farrell	NBC	Blackett-Sample-Hummert
Y			
Young People's Church of the Air Religious	Young People's Church of the Air	MBS	Ivey & Ellington, Inc.
Z			
Zonite Products Corp. Forhan's Toothpaste	Gabriel Heatter	MBS	Erwin, Wassey & Co., Inc.



NEWS FOR RADIO

is available exclusively through

•

PRESS ASSOCIATION, INC.

50 ROCKEFELLER PLAZA

NEW YORK, N. Y.



ORGANIZATIONS



National Association of Broadcasters

•

Radio Groups

•

Personnel

•

Addresses

•

Unions

•

Guilds

•

National Association of Educational Broadcasters

NATIONAL ASSOCIATION OF BROADCASTERS

Headquarters: 1760 N—Street, N. W., Washington 6, D. C.

HEADQUARTERS STAFF

J. Harold Ryan
President

C. E. Arney, Jr.
Secretary-Treasurer

Robert T. Bartley
Director of War Activities

Arthur C. Stringer
Director of Promotion

Willard D. Egolf
Assistant to President

Howard Frazier
Director of Engineering

Paul F. Peter
Director of Research

Lewis H. Avery
Director of Broadcast Advertising

BOARD OF DIRECTORS

Director	District	States Comprising District
Paul W. Morency WTIC, Hartford, Conn.	1	Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont.
Kolin Hager WGY, Schenectady, N. Y.	2	New York, New Jersey.
Roy F. Thompson WFBG, Altoona, Pa.	3	Delaware, Pennsylvania, Maryland.
G. Richard Shafto WIS, Columbia, S. C.	4	District of Columbia, North Carolina, South Carolina, Virginia, West Virginia.
James W. Woodruff, Jr. WRBL, Columbus, Ga.	5	Alabama, Florida, Georgia, Puerto Rico.
Hoyt B. Wooten WREC, Memphis, Tenn.	6	Arkansas, Louisiana, Mississippi, Tennessee.
Nathan Lord WAVE, Louisville, Ky.	7	Kentucky, Ohio.
John E. Fetzer WKZO, Kalamazoo, Mich.	8	Indiana, Michigan, excluding the counties of Ontonagon and Gogebic.
Leslie C. Johnson WHBF, Rock Island, Ill.	9	Illinois; Wisconsin, excluding the counties of LaCrosse, Monroe, Juneau, Adams, Marquette Waushara, Portage, Wood, Jackson, Trempealeau, Buffalo, Pepin, Pierce, St. Croix, Dunn, Chippewa, Eau Claire, Clark, Marathon, Lincoln, Taylor, Rusk, Barron, Polk, Burnett, Washburn, Sawyer, Price Oneida, Vilas, Iron, Ashland, Bayfield and Douglas.
John J. Gillin, Jr. WOW, Omaha, Neb.	10	Iowa, Missouri, Nebraska.

Director	District	States Comprising District
E. L. Hayek KATE, Albert Lea, Minn.	11	Minnesota; North Dakota; South Dakota, excluding the counties of Fall River, Shannon, Bennett, Todd, Mellette, Waushabaugh, Washington, Custer, Pennington, Jackson, Jones, Stanley, Haakon, Meade, Lawrence, Butte, Harding, Perkins, Ziebach, Armstrong, Dewey and Corson; Wisconsin, including the counties of LaCrosse, Monroe, Juneau, Adams, Marquette, Waushara, Portage, Wood, Jackson, Trempealeau, Buffalo, Pepin, Pierce, St. Croix, Dunn, Chipewa, Eau Claire, Clark, Marathon, Lincoln, Taylor, Rusk, Barron, Polk, Burnett, Washburn, Sawyer, Price, Oneida, Vilas, Iron, Ashland, Bayfield and Douglas; Michigan, including the counties of Ontonagon and Gogebic.
Wililam B. Way KVOO, Tulsa, Okla.	12	Kansas, Oklahoma.
Hugh A. L. Halff WOAI, San Antonio, Texas	13	Texas.
Ed Yocum KGHL, Billings, Mont.	14	Colorado, Idaho, Utah, Wyoming, Montana, South Dakota, including the counties of Fall River, Shannon, Bennett, Todd, Mellette, Waushabaugh, Washington, Custer, Pennington, Jackson, Jones, Stanley, Haakon, Meade, Lawrence, Butte, Harding, Perkins, Ziebach, Armstrong, Dewey and Corson.
Arthur Westlund KRE, Berkeley, Calif.	15	California, excluding the counties of San Luis Obispo, Kern, San Bernardino, Santa Barbara, Ventura, Los Angeles, Orange, Riverside, San Diego and Imperial; Nevada and Hawaii.
Calvin J. Smith KFAC, Los Angeles, Calif.	16	Arizona; California, including the counties excepted in District 15; New Mexico.
Harry R. Spence KXRO, Aberdeen, Wash.	17	Alaska, Oregon, Washington.

DIRECTORS-AT-LARGE

Large Stations

James D. Shouse
WLW, Cincinnati, Ohio

J. O. Maland
WHO, Des Moines

Medium Stations

Barney Lavin
WDAY, Fargo, N. D.

Don S. Elias
WWNC, Asheville, N. C.

Small Stations

Herbert Hollister
KANS, Wichita, Kan.

Frank King
WMBR, Jacksonville, Fla.

Networks

Paul W. Kesten
CBS, New York, N. Y.

Frank M. Russell
NBC, Washington, D. C.

ACCOUNTING

Chairman — H. K. Carpenter, WHK, Cleveland, Ohio. ,

Samuel R. Dean, CBS, New York, N. Y.

Charles C. Leonard, WAVE, Louisville, Kentucky.

Harry R. McKeon, NBC, New York, N. Y.

Jess Swicegood, WKPT, Kingsport, Tennessee.

John B. Conley, WOWO, Fort Wayne, Indiana.

CODE

Chairman—William B. Quarton, WMT, Cedar Rapids, Iowa.

Grant F. Ashbacker, WKBZ, Muskegon, Michgan.

William S. Hedges, New York, N. Y.

Felix Hinkle, WHBC, Canton, Ohio.

Herbert Kendrick, WJLS, Beckley, West Virginia.

Eugene P. O'Fallon, KFEL, Denver, Colorado.

Arden X. Pangborn, KEX, Portland, Oregon.

Jan Schimek, CBS, New York, N. Y.

Lee B. Wailes, KYW, Philadelphia, Pennsylvania.

ENGINEERING

District 1

Harold Thomas, WATR, Waterbury, Conn.

District 2

Earle Godfrey, WBAB, Atlantic City, New Jersey.

District 3

Ted Kenney, KDKA, Pittsburgh, Pennsylvania.

District 4

Clyde M. Hunt, WTOP, Washington, D. C.

District 5

J. C. Bell, WBRC, Birmingham, Ala.

District 6

David Binns, WLAC, Nashville, Tenn.

District 7

Lester H. Nafzger, WBNS, Columbus, Ohio.

District 8

A. Friedenthal, WJR, Detroit, Mich.

District 9

Oscar C. Hirsch, WKRO, Cairo, Ill.

District 10

Henry E. Goldenberg, WHB, Kansas City, Mo.

District 11

H. S. McCartney, WCCO, Minneapolis, Minn.

District 12

K. W. Pyle, KFBI, Wichita, Kansas.

District 13

George W. Ing, KONO, San Antonio, Texas.

District 14

John M. Baldwin, KDYL, Salt Lake City, Utah.

District 15

George Greaves, KPO, San Francisco, California.

District 16

Frank Kennedy, KHJ, Hollywood, California.

District 17

J. D. Kolesar, KMO, Tacoma, Washington.

Engineering Executive

Chairman—John V. L. Hogan, WQXR, New York, N. Y.

F. M. Doolittle, WDRC, Hartford, Connecticut.

O. B. Hanson, NBC, New York, N. Y.

G. Porter Houston, WCBM, Baltimore, Maryland.

Insurance

Chairman—William I. Moore, WBNX, New York, N. Y.

S. R. Dean, CBS, New York, N. Y.

R. J. Teichner, NBC, New York, N. Y.

Labor Executive

Chairman—George M. Burbach, KSD, St. Louis, Missouri.

Ralph R. Brunton, KJBS, San Francisco, California.

W. E. Hutchinson, WAAF, Chicago, Illinois.

C. T. Lucy, WRVA, Richmond, Virginia.

John H. MacDonald, NBC, New York, N. Y.

J. Leonard Reinisch, WSB, Atlanta, Georgia.

Frank K. White, CBS, New York, N. Y.

C. S. Young, WBZ-WBZA, Boston, Massachusetts.

Legislative

Chairman—Neville Miller, NAB, Washington, D. C.

Don S. Elias, WWNC, Asheville, North Carolina.

Clair R. McCollough, WGAL, Lancaster, Pennsylvania.

Joseph H. Ream, CBS, New York, N. Y.

Frank M. Russell, NBC, Washington, D. C.

James D. Shouse, WLW, Cincinnati, Ohio.

James W. Woodruff, Jr., WRBL, Columbus, Georgia.

G. Richard Shafto, WIS, Columbia, South Carolina.

Nathan Lord, WAVE, Louisville, Kentucky.

Ed Yocum, WGRL, Billings, Montana.

Music

Campbell Arnoux, WTAR, Norfolk, Virginia.

James P. Begley, KYW, Philadelphia, Pennsylvania.

Arthur B. Church, KMBC, Kansas City, Missouri.

Robert Enoch, KTOK Oklahoma City, Okla.

C. W. Myers, KALE, Portland, Oregon.

Frank R. Smith, Jr., WWSW, Pittsburgh, Pa.

John R. Wahlstedt, WHB, Kansas City, Mo.

Warren Williamson, Jr., WKBN, Youngstown, Ohio.

Thomas H. Belviso, NBC, New York, N. Y.

Frank K. White, CBS, New York, N. Y.

Post War Planning

Chairman—Neville Miller, NAB, Washington, D. C. (Served thru '43.)

John J. Gillin, Jr., WOW, Omaha, Nebr.

Nathan Lord, WAVE, Louisville, Ky.

G. Richard Shafto, WIS, Columbus, South Carolina.

William B. Way, KVOO, Tulsa, Okla.

James W. Woodruff, Jr., WRBL, Columbus, Georgia.

John V. L. Hogan, WQXR, New York, N. Y.

J. Harold Ryan, WSPD, Toledo, Ohio.

Edgar L. Bill, WMBD, Peoria, Illinois.

Harold Fair, WHO, Des Moines, Iowa.

Dietrich Dirks, KTRI, Sioux City, Iowa.

George M. Burbach, KSD, St. Louis, Missouri.

William B. Quarton, WMT, Cedar Rapids, Iowa.

Karl Koerper, KMBC, Kansas City, Missouri.

Marshall Pengra, KRNR, Roseburg, Oregon.

Eugene Carr, KMPC, Beverly Hills, California.

J. Leonard Reinsch, WSB, Atlanta, Georgia.

Lewis Allen Weiss, KHJ, Hollywood, California.

Public Relations Committee

District 1

E. E. Hill, WTAG, Worcester, Mass.

District 2

Michael R. Hanna, WHCU, Ithaca, N. Y.

District 3

George D. Coleman, WGBI, Scranton, Pa.

District 4

Irvin G. Abeloff, WRVA, Richmond, Va.

District 5

W. Walter Tison, WFLA, Tampa, Fla.

District 6

W. H. Summerville, WWL, New Orleans, La.

District 7

Vernon H. Pribble, WTAM, Cleveland, Ohio.

District 8

Clarence Leich, WGBF, Evansville, Ind.

District 9

Edward E. Lindsay, WSOY, Decatur, Ill.

District 10

Merle Jones, KMOX, St. Louis, Mo.

District 11

Clarence T. Hagman, WTCN, Minneapolis, Minn.

District 12

Robert D. Enoch, KTOK, Oklahoma City, Okla.

District 13

Karl O. Wyler, KTSM, El Paso, Tex.

District 14

Mrs. C. G. Phillips, KIDO, Boise, Ida.

District 15

John Elwood, KPO, San Francisco, Calif.

District 16

P. G. Paltridge, KFI, Los Angeles, Calif.

District 17

Chester R. Duncan, KALE, Portland, Ore.

Public Relations Executive Committee

Chairman—Edgar L. Bill, WMBD, Peoria, Ill.

Leslie W. Joy, KYW, Philadelphia, Pa.

Craig Lawrence, KSO, Des Moines, Ia.

Lawrence W. McDowell, KFOX, Long Beach, Calif.

John F. Patt, WGAR, Cleveland, Ohio.

Frank M. Russell, Washington, D. C.

Frank N. Stanton, CBS, New York, N. Y.

Kern Tips, KPRC, Houston, Tex.

Edgar H. Twamley, WBEN, Buffalo, N. Y.

News Committee

Chairman—Karl Koerper, KMBC, Kansas City, Mo.

William Brooks, NBC, New York, N. Y.

William Dowdell, WLW, Cincinnati, Ohio.

Tom Eaton, WTIC, Hartford, Conn.

Rex G. Howell, KFXJ, Grand Junction, Colo.

L. Spencer Mitchell, WDAE, Tampa, Fla.

Paul W. White, CBS, New York, N. Y.

Research Committee

Chairman—J. Harold Ryan.

Roger W. Clipp, WFIL, Philadelphia, Pa.

Edward F. Evans, WJZ, New York, N. Y.

G. Bennett Larson, WWDC, Washington, D. C.

John C. McCormack, KTBS-KWKH, Shreveport, La.

Barry T. Rumple, NBC, New York, N. Y.

Frank N. Stanton, CBS, New York, N. Y.

Jack Williams, WAYX, Waycross, Ga.

Sales Managers Committee

District 1

Kingsley F. Horton, WEEI, Boston, Mass.

District 2

John A. Bacon, WGR, Buffalo, N. Y.

District 3

Thomas B. Price, WWSW, Pittsburgh, Pa.

District 4

Stanton P. Kettler, WMMN, Fairmont, W. Va.

District 5

Frank Crowther (Red Cross) WMAZ, Macon, Ga.

District 6

C. K. Beaver, KARK, Little Rock, Ark.

District 7

Joseph Eaton, WHAS, Louisville, Ky.

District 8

H. M. Loeb, WFDF, Flint, Mich.

District 9

Edwin C. Allen, WIBA, Madison, Wis.

District 10

Hale Bondurant, WHO, Des Moines, Ia.

District 11

Lee Whiting, WTCN, Minneapolis, Minn.

District 12

Clark A. Luther, KFH, Wichita, Kan.

District 13

Alex Keese, WFAA, Dallas, Tex.

District 14

W. E. Wagstaff, KDYL, Salt Lake City, Utah.

District 15

Clyde F. Coombs, KARM, Fresno, Calif.

District 16

Ned Connor, KRKD, Los Angeles, Calif.

District 17

Chet Wheeler, KWIL, Albany, Ore.

Sales Managers Executive Committee

Chairman—Dietrich Dirks, KTRI, Sioux City, Ia.

C. K. Beaver, KARK, Little Rock, Ark.

Sam H. Bennett, KMBC, Kansas City, Mo.

Arthur Hull Hayes, WABC, New York.

James V. McConnell, NBC, New York.

John M. Outler, Jr., WSB, Atlanta, Ga.

W. B. Stuht, KOMO-KJR, Seattle, Wash.

John E. Surrick, WFIL, Philadelphia.

Small Market Stations Committee

Chairman — Marshall Pengra, KRNR, Roseburg, Ore.

James R. Curtis, KFRO, Longview, Tex.

Robert T. Mason, WMRN, Marion, Ohio.

Fred Schilplin, KFAM, St. Cloud, Mo.

William B. Smullin, KIEM, Eureka, Calif.

James W. Woodruff, Jr., WRBL, Columbus, Ga.

INDUSTRY COMMITTEES

Broadcast Sub-Committee of the Advisory Committee on Government Questionnaires

Chairman—J. Harold Ryan.

Roger W. Clipp, WFIL, Philadelphia.

Edward F. Evans, WJZ, New York.

G. Bennett Larson, WWDC, Washington, D. C.

John C. McCormack, KTBS-KWKH, Shreveport, La.

Barry T. Rumple, NBC, New York.

Frank N. Stanton, CBS, New York.

Jack Williams, WAYX, Waycross, Ga.

Theodore C. Streibert, WOR, New York, N. Y.

Herbert L. Pettey, WHN, New York.

Retail Promotion Committee

Chairman—Paul W. Morency, WTIC, Hartford, Conn.

Consultant—Sheldon R. Coons, New York, N. Y.

Robert E. Bausman, WISH, Indianapolis, Ind.

Gene L. Cagle, KFJZ, Fort Worth, Tex.

Dietrich Dirks, KTRI, Sioux City, Ia.

James V. McConnell, NBC, New York.

Kenneth K. Hackathorn, WHK-WCLE, Cleveland, Ohio.

Arthur Hull Hayes, WABC, New York.

Walter Johnson, WTIC, Hartford, Conn.

C. L. McCarthy, KQW, San Jose, Calif.

John M. Outler, Jr., WSB, Atlanta, Ga.

Oliver Runchey, KOL, Seattle, Wash.

John Esau, KTUL, Tulsa, Okla.

Program Mgrs. Executive Committee

Chairman—Harold Fair, WHO, Des Moines, Iowa.

William Adams, WHEC, Rochester, New York.

J. Robert DeHaven, WTON, Minneapolis, Minn.

Irvin G. Abeloff, WRVA, Richmond, Va.

Douglas Coulter, CBS, New York, N. Y.

Clarence Menser, NBC, New York.

George Sutherland, WFCI, Pawtucket, Rhode Island.

Ray Shannon, KMBC, Kansas City, Missouri.

Glenn Jackson, WSPD, Toledo, Ohio.

THE NAB CODE

ADOPTED BY THE 17th ANNUAL CONVENTION OF THE NAB

JULY 11, 1939

(*Amended April* 28, 1943)

RECOGNIZING the importance of radio broadcasting in the national life and believing that broadcasters have sufficient experience with the social side of the industry to formulate basic standards for the guidance of all, the National Association of Broadcasters hereby formulates the following revised Code:

Children's Programs

Programs designed specifically for children reach impressionable minds and influence social attitudes, aptitudes and approaches and, therefore, they require the closest supervision of broadcasters in the selection and control of material, characterization and plot.

This does not mean that the vigor and vitality common to a child's imagination and love of adventure should be removed. It does mean that programs should be based upon sound social concepts and presented with a superior degree of craftsmanship; that these programs should reflect respect for parents, adult authority, law and order, clean living, high morals, fair play and honorable behavior. Such programs must not contain sequences involving horror or torture or use of the supernatural or superstitious or any other material which might reasonably be regarded as likely to overstimulate the child listener, or be prejudicial to sound character development. No advertising appeal which would encourage activities of a dangerous social nature will be permitted.

To establish acceptable and improving standards for children's programs, the National Association of Broadcasters will continuously engage in studies and consultations with parent and child study groups. The results of these studies will be made available for application to all children's programs.

Controversial Public Issues

As part of their public service, networks and stations shall provide time for the presentation of public questions including those of controversial nature. Such time shall be allotted with due regard to all the other elements of balanced program schedules and to the degree of public interest in the questions to be presented. Broadcasters shall use their best efforts to allot such time with fairness to all elements in a given controversy.

Time for the presentation of controversial issues shall not be sold, except for political broadcasts. There are three fundamental reasons for this refusal to sell time for public discussion and, in its stead, providing time for it without charge. First, it is a public duty of broadcasters to bring such discussion to the radio audience regardless of the willingness of others to

pay for it. Second, should time be sold for the discussion of controversial issues, it would have to be sold, in fairness, to all with the ability and desire to buy at any given time. Consequently, all possibility of regulating the amount of discussion on the air in proportion to other elements of properly balanced programming or of allotting the available periods with due regard to listener interest in the topics to be discussed would be surrendered. Third, and by far the most important, should time be sold for the discussion of controversial public issues and for the propagation of the views of individuals or groups, a powerful public forum would inevitably gravitate almost wholly into the hands of those with the greater means to buy it.

The political broadcasts excepted above are any broadcasts in connection with a political campaign in behalf of or against the candidacy of a legally qualified candidate for nomination or election to public office, or in behalf of or against a public proposal which is subject to ballot. This exception is made because at certain times the contending parties want to use and are entitled to use more time than broadcasters could possibly afford to give away.

Nothing in the prohibition against selling time for the presentation of controversial public issues shall be interpreted as barring sponsorship of the public forum type of program when such a program is regularly presented as a series of fair-sided discussions of public issues and when control of the fairness of the program rests wholly with the broadcasting station or network.

Educational Broadcasting

While all radio programs possess some educative values, broadcasters nevertheless desire to be of assistance in helping toward more specific educational efforts, and will continue to use their time and facilities to that end and, in cooperation with appropriate groups, will continue their search for improving applications of radio as an educational adjunct.

News

News shall be presented with fairness and accuracy and the broadcasting station or network shall satisfy itself that the arrangements made for obtaining news insure this result. Since the number of broadcasting channels is limited, news broadcasts shall not be editorial. This means that news shall not be selected for the purpose of furthering or hindering either side of any controversial public issue nor shall it be colored by the opinions or desires of the station or network management, the editor or others engaged in its preparation or the person actually delivering it over the air, or, in the case of sponsored news broadcasts, the advertiser.

The fundamental purpose of news dissemination in a democracy is to enable people to know what is happening and to understand the meaning of events so that they may form their own conclusions and, therefore, nothing in the foregoing shall be understood as preventing news broadcasters from analyzing and elucidating news so long as such analysis and elucidation are free of bias.

News commentators as well as all other newscasters shall be governed by these provisions.

Religious Broadcasts

Radio, which reaches men of all creeds and races simultaneously, may not be used to convey attacks upon another's race or religion. Rather it

should be the purpose of the religious broadcast to promote the spiritual harmony and understanding of mankind and to administer broadly to the varied religious needs of the community.

Solicitation of Memberships

Solicitations of memberships in organizations, except where such memberships are incidental to the rendering of commercial services such as an insurance plan either in respect to casualty to life or property, or for membership in the American Red Cross or like organizations engaged in charitable work, are deemed to be unacceptable under the basic theory of the Code and therefore time should be neither given nor sold for this purpose.

Commercial Programs and Length of Commercial Copy

Acceptance of programs and announcements shall be limited to products and services offered by individuals and firms engaged in legitimate commerce; whose products, services, radio advertising, testimonials and other statements, comply with pertinent legal requirements, fair trade practices and acceptable standards of good taste.

Brief handling of commercial copy is recommended procedure.

Member stations shall hold the length of commercial copy, including that devoted to contests and offers, to the following number of minutes and seconds:

Daytime

Five-minute programs	2:00
*Five-minute news programs	1:45
Ten-minute programs	2:30
Fifteen-minute programs	3:15
Twenty-five-minute programs	4:15
Thirty-minute programs	4:30
Sixty-minute programs	9:00

Night-time

Five-minute programs	1:45
*Five-minute news programs	1:30
Ten-minute programs	2:00
Fifteen-minute programs	2:30
Twenty-five-minute programs	2:45
Thirty-minute programs	3:00
Sixty-minute programs	6:00

Exceptions:

The above limitations do not apply to participation programs, announcement programs, "musical clocks," shoppers' guides and local programs falling within these general classifications.

Because of the varying economic and social conditions throughout the United States, members of the NAB shall have the right to present to the NAB for special ruling local situations which in the opinion of the member may justify exceptions to the above prescribed limitations.

* Further restriction by individual stations is recommended.

Resolution

Adopted by the 17th Annual Convention
National Association of Broadcasters

To clarify the phrase "Accepted Standards of Good Taste," and the canons of good practice set forth in the NAB Code, therefore be it RESOLVED:

That member stations shall not accept for advertising:

1. Any spirituous or "hard" liquor.

2. Any remedy or other product the sale of which or the method of sale of which constitutes a violation of law.

3. Any fortune-telling, mind-reading, or character-reading, by handwriting, numerology, palm-reading, or astrology, or advertising related thereto.

4. Schools that offer questionable or untrue promises of employment as inducements for enrollment.

5. Matrimonial agencies.

6. Offers of "homework" except by firms of unquestioned responsibility.

7. Any "dopester," tip-sheet or race track publications.

8. All forms of speculative finance. Before member stations may accept any financial advertising, it shall be fully ascertained that such advertising and such advertised services comply with all pertinent federal, state and local laws.

9. Cures and products claiming to cure.

10. Advertising statements or claims member stations know to be false, deceptive or grossly exaggerated.

11. Continuity which describes, repellently, any functions or symptomatic results of disturbances, or relief granted such disturbances through use of any product.

12. Unfair attacks upon competitors, competing products, or upon other industries, professions or institutions.

13. Misleading statements of price or value, or misleading comparisons of price or value.

ORGANIZATIONS

PERSONNEL—ADDRESSES

Acoustical Society of America

120 S. LaSalle St., Chicago 3, Ill.
Randolph 8460

OFFICERS

President.....Floyd A. Firestone
(Univ. of Michigan)
Vice-President.....H. F. Olson
(RCA Laboratories)
Secretary.....Wallace Waterfall
(The Celotex Corp)
Treasurer.....Lonsdale Green, Jr.
(Acoustical Construction Corp.)
Editor.....F. A. Firestone
(University of Michigan)

EXECUTIVE COUNCIL

H. S. Knowles, Jensen Radio Mfg. Co., Chicago, Illinois; Robert W. Young, C. G. Conn, Ltd., Elkhart, Indiana; Harold Burris-Meyer, Stevens Institute of Technology, Hoboken, New Jersey; Robert B. Lindsay, Brown University, Providence, Rhode Island; Hallowell Davis, Harvard University, Cambridge 38, Mass.; Frank Massa, Brush Development Company, Cleveland, Ohio.

FUNCTIONS

The purpose of the society is to increase and diffuse the knowledge of acoustics and promote its practical applications.

●

Actors' Equity Association

45 W. 47th St., New York, N Y.
BRyant 9-3550

OFFICERS

President.....Bert Lytell
First Vice-President.....Augustin Duncan
Second Vice-President.....Cornelia Otis Skinner
Third Vice-President.....Dudley Digges
Fourth Vice-President.....William Harrigan
Executive Secretary-Treasurer.....Paul Dullzell
Recording Secretary.....John Beal
Counsel.....Paul N. Turner
Auditor.....Frank Mesurac
Honorary President.....John Emerson

COUNCIL

Terms Expire in 1948: Edith Atwater, Ray Bolger, Clay Clement, Ernest Cossart, Clarence Derwent, Eric Dressler, Jessie Royce Landis, Paul McGrath, Gerald Moore, C.E.A., Erin O'Brien-Moore, Rhys Williams.

Terms Expire in 1947: Ilka Chase, Philip Gordon (CEA), Walter N. Greaza, William Harrigan, Aline MacMahon, Raymond Massey, Elliott Nugent, Roy Roberts, Tom Powers, Calvin Thomas, Ethel Wilson.

Terms Expire in 1946: John Alexander, Joseph Macauley, Mady Christians, John Eliot (CEA), Lillian Gish, Alan Hewitt, Myron McCormick, Cornelia Otis Skinner, Richard Taber, Ethel Waters, Margaret Webster.

Terms Expire in 1945: Walter Abel, Leon Ames, Jean Beryl (CEA), Matt Briggs, Audrey Christie, John Emery, Ruth Hammond, Sam Jaffe, Sam Levene, Jack Sheehan, Kent Smith.

Terms Expire in 1944: Alexander Clark, Patricia Collinge, Dudley Digges, E. John Kennedy, Philip Loeb, John A. Lorenz, Emily Marsh (CEA), Hiram S. Sherman, Jack Whiting, Mervin Williams, Harold Vermilyea.

BRANCH OFFICES

Los Angeles: I. B. Kornblum, 6331 Hollywood Blvd., Hollywood, Calif.
San Francisco: Theodore Hale, 26 O'Farrell Street.
Chicago: Frank Dare, 720 Bittersweet Place.

●

Advertising Federation of America

330 West 42nd St., New York, N. Y.
BRyant 9-0430

OFFICERS

President.....Joe M. Dawson
(Geyer, Cornell & Newell)
Vice-President.....Willard D. Egolf
(National Assn. of Broadcasters)
Vice-President.....Forbes McKay
(Progressive Farmer-Ruralist Co.)
Vice-President.....Paul A. Kelly
(Capital Finance Corp.)
Vice-President.....Sally Woodward
(General Mills, Inc.)
Secretary.....Clara H. Zillessen
(Philadelphia Electric Co.)
Treasurer.....Robert S. Peare
(General Electric Co.)
General Manager.....Earle Pearson
Director, Bureau of Research & Education
Alfred T. Falk
General Counsel.....Charles E. Murphy

DIRECTORS

Chairman: Bruce Barton, President, Batten, Barton, Durstine & Osborn, Inc., New York; Elon G. Borton, Dir. of Adv., La Salle Extension University, Chicago; Harry H. Caswell, Treas. & Gen. Mgr., W. F. Young, Inc., Springfield, Mass.; Gardner Cowles, Jr., President, Register & Tribune Company, Des Moines; Herbert E. Fisk, Exec. V.P., Outdoor Advertising Assn. of America, Inc., Chicago; Mabel G. Flanley, Institute of Public Relations, New York; Paul Garrett, V.P. & Dir. Public Relations, General Motors Corp., New York; William A. Hart, Dir. of Adv., E. I. du Pont de Nemours & Co., Inc., Wilmington; Charles C. Johnson, Jr., Stafford-Lowdon Company, Fort Worth; Lou R. Maxon, Chairman, Maxon, Inc., Detroit; Ray Maxwell, Advertising Manager, Missouri Pacific Lines, St Louis; Merrill C. Meigs, Vice-President, The Hearst Corporation, Chicago; Henry Obermeyer, Asst. Vice-Pres., Consolidated Edison Co. of N. Y., Inc.; John H. Platt, Director of Advertising, Kraft Cheese Company, Chicago; Allan T. Preyer, Exec. Vice-President, Vick Chemical Company, New York; William C. Savage, Advertising Manager, Cincinnati Post; Dorothy Shaver, Vice-President, Lord & Taylor, New York; James A. Welch, Vice-President, The Crowell-Collier Publishing Co., New York.

WAR ADVERTISING COMMITTEE

Chairman: Willard D. Egolf, National Association of Broadcasters, Washington, D. C.· Vice Chairmen: Gardner Cowles, Jr., Register & Tribune Company, Des Moines, Iowa; Eric Zimmerman, Railway & Industrial Engineering Company, Greensburg, Pennsylvania; Members: Paul H. Bolton, War Effort Films, Washington, D. C.; Robert Dundas, Foley Brothers, Houston, Texas; Robert N. Fuller, G. & C. Merriam Company, Springfield, Massachusetts; K. E. Kellenberger, Union Switch & Signal Company, Swissvale, Pennsylvania; Paul A. Kelly, Capital Finance Corporation, Columbus, Ohio; Forbes McKay, The Progressive Farmer, Birmingham, Alabama; George C. McNutt, R. G. Le Tourneau, Inc., Peoria, Illinois; Mrs. Sally Poole Muchmore, Better Business Bureau, Washington, D. C.; Tom Nokes, Johnstown Poster Advertising Company, Johnstown, Pennsylvania; Miss Sally Woodward, General Mills, Inc., Minneapolis, Minnesota.

FUNCTIONS

To provide a common forum and a central medium for cooperative effort on behalf of all individuals and groups interested in advertising.

To elevate the standards of advertising practice and to combat any unfair competitive methods in its sale.

To help increase the effectiveness of advertising as an instrument of distribution, with its resulting benefits to business and the general public.

To determine and disseminate more accurate knowledge of the functions of advertising in business, and its social and economic values.

To aid in raising the standards of education and training for advertising practitioners.

Advertising Research Foundation

330 West 42nd St., New York, N. Y.
LOngacre 3-1454

OFFICERS

Chairman.....Wm. G. Polmer
Treasurer.....John Benson
Secretary.....Paul B. West

●

Agricultural Marketing Service—Radio & Market News Section

Washington 25, D. C.
Republic 4142—Extension 6373, 5707

OFFICERS

Chief.....Elwyn J. Rowell
Chief, Radio Unit.....Bernard W. Molohon

BRANCH OFFICERS

BOSTON: 408 Atlantic Ave.; Stanley Flower, Director.

CHICAGO: 5 So. Wabash Ave.; Don E. Rogers, Regional Chief; J. D. Tonkin, Chief, Radio & Market News.

ATLANTA: Western Union Bldg., W. V. Wyatt, Regional Chief.

NEW YORK: 150 Broadway· F. E. Robinson, Regional Chief; Donald G. Lerch, Chief, Radio & Market News.

SAN FRANCISCO: 821 Market St., J. D. Walsh, Regional Chief.

DENVER: Room 420, 1536 Walton St.; A. M. Trachman, Regional Chief.

DALLAS: 425 Wilson Bldg.; Meno Schoenbach, Regional Chief.

FUNCTIONS AND ACTIVITIES

This Section is responsible for all radio dissemination through national, regional and local programs of information from the Food Distribution Administration on Food Orders, Nutrition, Conservation, School Lunch, all phases of Lend-Lease activities concerning food, and farm market reports. It issues "Radio Round-Up On Food" for Women's Program Directors, and in 20 cities issues Wartime Food Bulletins for use over local stations. Also prepares daily or weekly material for U. P., P. A. and I. N. S. radio wires. Writes and coproduces "Consumer Time," weekly broadcast over NBC now in its 11th year.

●

American Assn. of Adv. Agencies (AAAA)

420 Lexington Ave., New York, N. Y.
LExington 2-7980

OFFICERS

Chairman of Board.....Allen L. Billingsley
President.....John Benson
Managing Director.....Frederic R. Gamble
Vice-President.....Emerson Foote
Secretary.....Robert E. Grove
Treasurer.....J. L. Anderson
Asst. Exec. Secy.....Robinson Murray
Asst. Treas.....Richard Turnbull
Director of Service.....L. W. MacKenzie
Counsel.....McKercher & Link

FUNCTIONS

The American Association of Advertising Agencies was formed in 1917 by the amalgamation of the New England, New York, Philadelphia, Southern and Western Advertising Agency Associations—to promote the interests and raise the standards of advertising and of the advertising agency business.

It welcomes to membership any advertising agency qualified to aid in this purpose by reason of its ability to serve the cause of advertising, its financial soundness and its demonstrated desire to adhere to sound and ethical business practices.

The aims of the Association are partly ethical and partly economic. It is a professional body and also a trade association. It aims to raise standards, to improve technique, to ascertain values, to safeguard relations, and to cooperate with other organized effort in related fields.

One of the major aims of the Association is to keep advertising agency practice on a high level, in order that it may be most useful to the advertiser, most helpful to the publisher and respected by business men.

Early in its career the Association adopted for the guidance of its members two official statements. One is entitled "Agency Service Standards," in which agency service is defined, so that advertisers and publishers may know what to expect and agencies may know what should be required of them, thus discouraging the incompetent and encouraging those equipped to render effective service.

The other statement, entitled "Standards of Practice," deals with agency relations with media, clients and the public, with fair and ethical agency competition, and other professional ethics.

●

American Bar Association (Standing Committee on Communications)

Office of the Chairman: 921 Tower Bldg.
Washington, D. C.
Phone District 2141

COMMITTEE

Chairman.....Herbert M. Bingham
Committeeman.....Edwin M. Borchard
Committeeman.....Kenneth F. Burgess
Committeeman.....Howard L. Kern
Committeeman.....David H. Cannon

FUNCTIONS

The Committee is authorized to consider and report on all questions pertaining to laws and treaties governing the transmission of intelligence through the application of electrical energy or other use of electricity, whether by wire or wireless.

●

American Communications Association (C. I. O.)

5 Beekman St., New York, N. Y.
COrtlandt 7-1374

OFFICERS

President.....James P. Selly
Vice-President.....Dominick Panza
Vice-President.....Harry A. Mcrgan
Vice-President.....Harold C. Taylor
Vice-President.....Austin Brumley
Secretary-Treasurer.....Josephine Timms

●

American Council on Education

744 Jackson Place, Washington, D. C.
NAtional 5691

EXECUTIVE OFFICERS

President.....George F. Zook
Assistant to President.....Donald J. Shank
Chief Accountant.....Grace R. Ontrich

FUNCTIONS

This Council's purpose is to advance American education through comprehensive voluntary, cooperative action on the part of educational associations, organizations and institutions, through the promotion, initiation and administration of systematic studies, cooperative experiments, and conferences.

●

American Federation of Musicians

570 Lexington Ave., New York 22, N. Y.
PLaza 8-0600

OFFICERS

President.....James C. Petrillo
Vice-President.....Charles L. Bagley
Financial Secretary-Treasurer.....Thomas F. Gamble
Secretary.....Leo Cluesman

EXECUTIVE COMMITTEE

H. D. Kenin, Chauncey A. Weaver, J. W. Parks, Walter M. Murdoch, Oscar F. Hild.

●

American Federation of Radio Artists (AFRA)

2 West 45th St., New York, N. Y.
VAnderbilt 6-1810

NATIONAL OFFICERS

President.....Lawrence Tibbett
Vice-President.....Virginia Payne
Vice-President.....Jean Hersholt
Vice-President.....Anne Seymour
Vice-President.....William P. Adams
Vice-President.....Kenneth Carpenter
Recording Secretary.....Alex McKee
National Executive Secretary.....Emily Holt

Associate Secretary and Treasurer.....George Heller
Counsel.....Jaffe & Jaffe
Associate Counsel.....Beilenson & Berger

BOARD OF DIRECTORS

Wm. P. Adams, Edward Arnold, Gunnar Back, Hal Berger, Theodore Bliss, Nellie Booth, John Brown, Alan Bunce, Eddie Cantor, Andre Carlon, Kenneth Carpenter, Clayton Collyer, Ted De Corsia, William T. Days, Jr., Shields Dierkes, Robert Donley, Verna Felton, Norman Field, Thomas Freebairn-Smith, Mel Galliart, Ben Grauer, George Heller, Jean Hersholt, Fred Howard, John B. Hughes, Raymond Jones, Felix Knight, Lucille LaPointe, Frederic MacKaye, Herbert Mann, Knox Manning, Ted Maxwell, Edward L. Merritt, Alex McKee, Arnold Moss, John Neher, Paul Nettinga, Virginia Payne, Vincent Pelletier, Minerva Pious, Alan Reed, Kenneth Roberts, Anne Seymour, Del Sharbutt, Wayne Short, Margaret Speaks, Lee Sweetland, Lawrence Tibbett, Lucille Wall, Ned Wever.

BRANCH OFFICES

Chicago Local—540 North Michigan Avenue, Chicago, Ill.; Hy Faine, Executive Secretary; Phone, Superior 6517.

Los Angeles Local—6331 Hollywood Boulevard, Hollywood, Calif.; Claude McCue, Executive Secretary; Phone, Hillside, 5121.

San Francisco Local—26 O'Farrell Street, San Francisco, California; Phone, Sutter 3196, San Francisco, California.

Cincinnati Local—Box 14, Cincinnati, Ohio.

Montreal Local—1126 St. Catherine St., West Montreal, Canada.

Detroit Local—717 Penobscott Bldg., Detroit, Mich.

St. Louis Local—4317 Lindell Blvd., St. Louis, Mo.

Miami Local—Box 85, Miami, Fla.

Denver Local—4231 West 32nd St., Denver, Colo.

Racine Local—804 Hamilton St., Racine, Wisc.

Cleveland Local—224 Chester-12th Bldg., Cleveland, Ohio.

Washington Local—P. O. Box No. 269, Washington, D. C.

Pittsburgh Local—720 Grant Bldg.

Portland Local—P. O. Box No. 263, Portland, Ore.

Dallas Local—P. O. Box 2181, Dallas, Texas.

Other locals located in Des Moines, Ia.; Philadelphia, Pa.; Schenectady, N. Y.; Boston, Mass.; Birmingham, Ala.; Shreveport, La.; Charlotte, N. C.; Rochester, N Y.; Baltimore, Md.; San Diego, Calif.; Fresno, Calif.; Lawrence, Mass.; Grand Rapids, Mich.

•

American Guild of Musical Artists, Inc. (A. F. L.)

2 West 45th St., New York, N. Y.
MUrray Hill 2-5644

OFFICERS

President.....Lawrence Tibbett
First Vice-President.....Richard Bonelli
Second Vice-President.....Walter Golde
Third Vice-President.....Jose Iturbi
Fourth Vice-President.....Eugene Conley
Fifth Vice-President.....Helen Jepson
Recording Secretary.....Elizabeth Hoeppel
Treasurer.....Frederick Jagel
Executive Secretary.....Blanche Witherspoon
Counsel.....Jaffe & Jaffe

BOARD OF GOVERNORS

Paul Althouse, Zlatko Balokovic, Michael Bartlett, Ruthanna Boris, Ruth Breton, John Brownlee, George Cehanovsky, Norman Cordon, Muriel Dickson, Ralph Errole, Claudio Frigerio, Coe Glade, Herbert Graf, Roland Guerard, Edward Harris, Jascha Heifetz, Julius Huehn, Alexander Kipnis, Charles Kullman, James Melton, Helen Olheim, Alexander Smallens, Georgia Standing, Anthony Stivanello, Gladys Swarthout, Conrad Thibault, Kerstin Thorborg.

BRANCH OFFICES

Hollywood: 7046 Hollywood Blvd.—Phone, Hollywood 7311· Chicago: 540 N. Michigan Blvd.—Phone, Superior 6517.

FUNCTIONS

AGMA is a union whose purpose is to bargain collectively on behalf of its members and to deal with employers, contractors, managers, impresarios, agents and others whose activities aect its members. AGMA is a branch of the AAAA and is a sister union of the American Federation of Radio Artists.

•

American Marketing Association

Address individual officers

OFFICERS

President.....Albert Haring
(Indiana University)
1st Vice-President.....Wroe Alderson
(Curtis Publishing Co.)
2nd Vice-President.....Philip Salisbury
(Sales Management)
Treasurer.....Howard Whipple Green
(Real Property Inv. of Metro Cleveland)
Secretary.....Ross M. Cunningham
(Massachusetts Institute of Technology)
Editor-in-Chief, Journal of Marketing.....Reavis Cox
(War Production Board)
Business Manager, Journal of Marketing.Robert N. King
(Batten, Barton, Durstine & Osborn)

DIRECTORS

Everett R. Smith, Macfadden Publications, Inc.; Lyman Hill, Servel Corp.; Henry E. Erdman; Virgil Reed, War Production Board.

FUNCTIONS

American Marketing Association is an organization for the study of marketing research.

•

American Newspaper Publishers Association

370 Lexington Ave., New York 17, N. Y.
CAledonia 5-2000

OFFICERS

President.....Linwood I. Noyes
Vice-President.....W. G. Chandler
Secretary.....Norman Chandler
Treasurer.....Edwin S. Friendly
General Manager.....Cranston Williams

FUNCTIONS

To foster and protect the business and business interests of daily newspapers.

•

American Radio Relay League, Inc.

38 LaSalle Road, West Hartford, Conn.
Hartford 3-6269

OFFICERS

President.....George W. Bailey
Vice-President.....Charles E. Blalack
Managing Secretary.....Keneth B. Warner
Treasurer.....David H. Houghton
Acting Communications Manager.....George Hart

FUNCTIONS

The American Radio Relay League is a non-commercial association of radio amateurs, bonded for the promotion of interest in amateur radio communication and experimentation, for the relaying of messages by radio, for the advancement of the radio art and of the public welfare, for the representation of the amateur in legislative matters, and for the maintenance of fraternalism and a high standard of conduct. The League publishes QST, a publication devoted solely to amateur radio, issued monthly. It also publishes The Radio Amateur's Handbook annually and other publications.

American Society of Composers, Authors and Publishers

30 Rockefeller Plaza, New York, N. Y.
COlumbus 5-7464

OFFICERS

President.....Deems Taylor
Vice-President.....Gustave Schirmer
Vice-President.....Oscar Hammerstein
Secretary.....George W. Meyer
Treasurer.....Max Dreyfus
Assistant Secretary.....J. J. Bregman
Assistant Treasurer.....Irving Caesar
General Manager.....John G. Paine

BOARD OF DIRECTORS

Fred E. Ahlert, Louis Bernstein, J. J. Bregman, Saul Bornstein, Gene Buck, Irving Caesar, J. J. Robbins, John O'Connor, Max Dreyfus, L. Wolfe Gilbert, Donald Gray, Ray Henderson, A. W. Kramer, R. F. Murray, Geoffrey O'Hara, Richard Rodgers, Walter Fischer, Oscar Hammerstein II, Otto A. Harbach, Geo. W. Meyer, Jack Mills, Gustave Schirmer, Oley Speaks, Herman Starr, Deems Taylor.

ADMINISTRATIVE OFFICERS

General Manager.....John G. Paine
Assistant General Manager.....Herman Greenberg
Comptroller.....George A. Hoffman
Director of Public & Customer Relations
Robert L. Murray

DIVISION SUPERVISORS

Western District
6331 Hollywood Blvd., Hollywood, Calif.
Supervisor.....Richard J. Powers

Mid-Western District
7 South Dearborn St., Chicago, Ill.
Supervisor.....John C. Wooden

Southern District
607-11 First National Bldg., Atlanta, Ga.
Supervisor.....I. T. Cohen

Eastern District
30 Rockefeller Plaza, New York, N. Y.
Supervisor.....F. C. Erdman

DISTRICT MANAGERS

Western

Larry Shea, 414 Guaranty Bldg., 6331 Hollywood Blvd., Hollywood, Calif.
Herman Kenin, 911 Public Service Bldg., Portland, Ore.
Harry G. Ferguson, 1101-2 Security Bldg., Denver, Colo.
H. A. Levinson, Room 422, 111 Sutter Bldg., San Francisco, Calif.

Mid-Western

ASCAP, 730 Des Moines Bldg., Des Moines, Ia.
Martin Meltzer, 1907 Continental Bldg., 3615 Olive St., St. Louis, Mo.
E. A. Sherwood, 1515 Midland Bldg., 101 Prospect Ave., N. W., Cleveland, Ohio.
E. W. Peterson, 912 Northwestern Bank Bldg., Minneapolis, Minn.
Messrs, Grosner & Burak, 782-4 Penobscot Bldg., Detroit, Mich.

Southern

Stanley Shepard, 603 Hibernia Bank Bldg., New Orleans, La.
Samuel Feldman, 3910-11 Carew Tower, Cincinnati, Ohio.
Chas. McDowell, 1613-14 Tower Petroleum Bldg., 1903 Elm St., Dallas, Texas.

Eastern

Samuel Berkett, 44 School St., Boston, Mass.
Arthur L. Rothkranz, 1616 Baltimore Trust Bldg., Baltimore, Md.
H. A. Brown, 1638 Lincoln Liberty Bldg., Philadelphia, Pa.
William J. O'Brien, 509 Grant Bldg., Pittsburgh Pa.
Lawrence B. Schlums, 1140 Lincoln Alliance Bldg., Rochester, N. Y.
Aaron Kane, National Newark Bldg., 744 Broad St., Newark, N. J.
F. C. Erdman, 30 Rockefeller Pl., New York, N. Y.

FUNCTIONS

ASCAP licenses public performance for profit of music copyrighted by its members and the members of many similar societies located in foreign countries.

American Standards Association's War Committee on Replacement Parts for Civilian Radio

29 West 39th St., New York, N. Y.
Phone, Pennsylvania 6-7284

MEMBERS

S. K. Wolf, War Production Board, Chairman; H. P. Westman, American Standards Association, Secretary; H. C. Bonfig, Radio Corporation of America; D. F. Schmit, Radio Corporation of America, Alt.; Dr. L. A. DuBridge, Massachusetts Institute of Technology; M. D. McFarlane, Massachusetts Institute of Technology, Alt.; J. J. Farrell, General Electric Co.; R. J. Biele, General Electric Co., Alt.; C. H. Crawford, General Electric Co., Alt.; Dr. Alfred N. Goldsmith, Inst. of Radio Engineers; Colonel G. C. Irwin, Signal Corps Standards Agency; Major A. J. Garson, Signal Corps Standards Agency; Alt.; Lt. Comdr. Paul M. Lion, Navy Dept., Bureau of Ships; D. G. Little, Westinghouse Electric & Mfg. Co.; H. L. Spencer, Bendix Aviation Corp.; H. N. Willets, Western Electric Co.; H. L. Hamilton, Western Electric Co., Inc., Alt.

FUNCTIONS

This committee was organized at the request of the Office of Price Administration and War Production Board to undertake a program of standardization and simplification of radio replacement parts.

•

American Television Society

Headquarters: 1140 Broadway, New York 1, N. Y.
CAledonia 5-7430
Meeting Place: Hotel Capitol, New York, N. Y.

INTERIM COMMITTEE

This group was named late in January to incorporate the Society as a membership body under the New York State laws. Certificate of incorporation was pending at press time. Members of the interim committee consist of:

Dan D. Halpin, J. Raymond Hutchinson, Charles Kleinman, Samuel Markle, Raymond E. Nelson, Kay Reynolds, Norman D. Waters.

FUNCTIONS

American Television Society is a non-profit group organized to foster the study, understanding and appreciation of television as a cultural, educational, entertainment and advertising medium. It provides its members with an intelligence center and clearing house for information pertaining to television and its development; a forum for the exchange of ideas and discussion of mutual problems relating to or affecting television; a television library; special meetings for the dissemination of television information; the opportunity to view and study television technique.

•

Associated Actors and Artistes of America

45 West 47th St., New York, N. Y.
Phone: BRyant 9-3550

OFFICERS

President and Exec. Secy. Pro Tem.....Paul Dullzell
1st Vice-President.....Jean Greenfield
2nd Vice-President.....Kenneth Thomson
Treasurer.....Ruth Richmond
Counsel.....Paul N. Turner

FUNCTIONS

Associated Actors and Artistes of America, generally known as the Four A's, holds the international charter from American Federation of Labor covering theatrical entertainers. Actors' Equity, American Federation of Radio Artistes, Screen Actors Guild, Chorus Equity, American Guild of Variety Artists, American Guild of Musical Artists, etc., are granted charters via Four A's.

Association for Education By Radio

Builders Bldg., Chicago 1, Ill.

OFFICERS

President.....Major Harold W. Kent
First Vice-President.....William D. Boutwell
Second Vice-President.....Luke Roberts
Treasurer.....Geo. F. Jennings
Secretary.....Elizabeth Goudy

MEMBERS

Office of War Information, Washington, D. C.—Philip H. Cohen—Vice-President Region No. I
University of Alabama, Alabama—John S. Carlile—Vice-President Region No. II
University of Wisconsin, Madison, Wisconsin—Harold B. McCarty—Vice-President Region No. III
University of Wichita, Wichita, Kansas—F. L. Whan—Vice-President Region No. IV
University of Texas, Austin, Texas—John Gunstream—Vice-President Region No. V
Public Schools, Redwood City, California—Donald L. Cherry—Vice-President Region No. VI

FUNCTIONS

Promotion of Education by radio and the publication of a journal (Journal of the AER) monthly except May, June, July, and August; Managing Editor—James G. Hanlon; Supervising Editor—Elizabeth Goudy.

•

Assn. of Canadian Advertisers, Inc.

85 Richmond St., West, Toronto 1, Ont.
ADelaide 9774

OFFICERS

President.....R. L. Sperber
(Sales & Advertising Manager, Sterling Products Limited, Windsor, Ontario)
Vice-President.....H. J. G. Jackson
(Acting Advertising Manager, Chrysler Corporation of Canada Limited, Windsor, Ontario)
Vice-President.....L. E. Phenner
(President, Canadian Celucotton Products Co., Limited, Toronto, Ontario)
Vice-President.....N. B. Powter
(Sales Promotion Manager, Howard Smith Paper Mills Limited, Montreal, Que.)
Vice-President.....Harold E. Stephenson
(Advertising Manager, Canada Starch Co., Limited, Montreal, Que.)
Treasurer.....J. P. Lyons
(Advertising Manager, Manufacturers Life Insurance Company, Toronto, Ont.)
Managing Director.....Athol McQuarrie
(Association of Canadian Advertisers Inc., Toronto, Ontario)

DIRECTORS

George Bertram, Advertising Manager, Swift Canadian Co. Limited, Toronto, Ont.; C. W. Chamberlin, Advertising Manager, Shell Oil Co. of Canada Limited, Toronto, Ont.; W. O. H. James, Advertising Manager, The Dominion Bank, Toronto, Ont.; J. W. Moore, Sales Promotion Manager, Maple Leaf Milling Co. Limited, Toronto, Ont.; Lee Trenholm, Director of Public Relations, Underwood Elliott Fisher Limited, Toronto, Ont.; D. E. Bankart, Advertising Manager, Northern Electric Co. Limited, Montreal, Que.; R. Harold Smyth, Advertising Manager, Dominion Rubber Co. Limited, Montreal, Que.; A. Usher, Advertising Manager, RCA Victor Co. Limited, Montreal, Que.; Muriel Whitlock, Advertising Manager, Courtaulds (Canada) Limited, Montreal, Que.

FUNCTIONS

This association was incorporated in March 1917. For 29 years the Association of Canadian Advertisers has functioned as an organization of Canadian companies devoted to the interests and promotion of good advertising.

Assn. of National Advertisers, Inc.

285 Madison Ave., New York 17, N. Y.
MU. 5-9167

OFFICERS

Chairman of Board.....Carleton Healy
(Hiram Walker, Inc.)
Vice-Chairman.....C. C. Carr
(Aluminum Co. of America)
Vice-Chairman.....J. P. Miller
(Pet Milk Sales Corp.)
President.....Paul B. West
Treasurer.....Robert B. Brown
(Bristol-Myers Co.)
Secretary.....G. S. McMillan

DIRECTORS

J. F. Apsey, Jr., The Black & Decker Mfg. Co.; Vernon D. Beatty, Swift & Company; R. V. Beucus, The Andrew Jergens Co.; Paul S. Ellison, Sylvania Electric Products Inc.; Hugh Hitchcock, Packard Motor Car Company; M. H. Leister, Sun Oil Company; Charles G. Mortimer, Jr., General Foods Sales Co., Inc.; H. W. Roden, Harold H. Clapp, Incorporated; A. C. Seyfarth, International Harvester Company; H. H. Simmons, Crane Co.; D. B. Stetler, Standard Brands Incorporated: Thomas H. Young, United States Rubber Company.

FUNCTIONS

The Association of National Advertisers is composed of the leading companies of the United States who use advertising. Its function is to represent them and further their interests as buyers of advertising.

•

Association of Radio News Analysts

308 E. 51st St., New York 22, N. Y.
PLaza 5-6577

President.....Geo. Fielding Eliot
Vice-President.....H. V. Kaltenborn
Vice-President.....Wm. S. Hillman
Treasurer.....Quincy Howe
Secretary.....César Saerchinger
Assoc. Secretary.....Waverly Root

FUNCTIONS

Membership consists of experienced news analysts devoting a major part of their time to radio work and not voicing their own commercials. The Association's function is to improve quality and standards of radio news analysts.

•

Association of Radio Transcription Producers of Hollywood, Inc.

Hollywood Blvd. at Cosmo, Hollywood, Calif.
HOllywood 3545

OFFICERS

President.....Gerald King
Secretary.....C. P. MacGregor
Treasurer.....J. Messer
General Counsel.....John J. Wilson

DIRECTORS

Gerald King C. P. MacGregor, A. Schrade.

FUNCTIONS

This organization is a cooperative trade association of companies active in the transcription business in Hollywood. Membership is composed of: Allied Phonograph & Record Co.; Radio Transcription Co. of America, Ltd.; C. P. MacGregor Sound Studios; Ray Morgan & Co.; Standard Radio; Field Bros.; Edward Sloman Productions, Ltd. Note: Association is inactive at the present time.

•

Australian Broadcasting Commission

264 Pitt St., Sydney, N. S. W., Australia
Phone M6991

Chairman.....William J. Cleary
Vice-Chairman.....P. J. G. Foley
General Manager.....Charles Moses

FUNCTIONS

The Australian Broadcasting Commission provides the programs of the Australian National Broadcasting service which emanate from the National stations in each state. The transmitters are linked in a National network and a National Alternative network. The Commission is also responsible for Australian Short-Wave services and also publishes a journal. (Editor's Note: Inasmuch as wartime conditions make rapid communication impossible, changes may have taken place since this listing was received.)

•

Authors' Guild

6 E. 39th St., New York, N. Y.
Murray Hill 5-6930

OFFICERS

President ..... Rex Stout
Vice-President ..... Christopher La Farge
Secretary ..... Kurt Steel

COUNCIL

Louis Adamic, Franklin P. Adams, Frederick Lewis Allen, E. S. Arling, Faith Baldwin, Helen Christine Bennett, Van Wyck Brooks, Ben Lucien Burman, Carl Carver, Elmer Davis, Bernard DeVoto, Walter D. Edmonds, Clifton Fadiman, Henry Pratt Fairchild, C. S. Forester, Paul Gallico, Maurice Hidus, Christopher La Farge, Margaret Leech, Martha Ostenso, Henry F. Pringle, Carl Sandburg, Oscar Schisgall, Rex T. Stout, James Thurber, Margaret Widdemer, Thyra Samter Winslow, I. R. Wylie, Arthur Leo Zagat.

•

Authors' League

6 E. 39th St., New York, N. Y.
MUrray Hill 5-6930

OFFICERS

President ..... Russel Crouse
Vice-President ..... Fannie Hurst
Secretary ..... Katherine Seymour
Treasurer ..... Arthur Schwartz

COUNCIL

Franklin P. Adams, Frederick Lewis Allen, Erik Barnouw, Carl Carmer, Mignon G. Eberhart, J. C. Furnas, Paul Gallico, Sidney Gerson, Oscar Hammerstein II, Stuart Hawkins, Lillian Hellman, Pauline Hopkins, Gladys Hurlbut, Fannie Hurst, Nikki Kaye, Manuel Komroff, Howard Lindsay, Richard McDonagh, Arch Oboler, S. J. Perelman, Kenneth Pettus, Henry F. Pringle, Elmer Rice, Rex T. Stout, Kenneth Webb.

FUNCTIONS

The Authors' League of America, Inc., is the national organization of authors, dramatists, screen writers and radio writers. It was organized in 1912 in order to procure adequate copyright legislation, both international and domestic; to protect the rights and property of all those who create copyrightable material of whatever kind or nature; to advise and assist all such in business matters relating to the disposal of their productions and to obtain for them prompt remuneration therefor; to disseminate information among them as to their just rights and remedies. Its membership is approximately 4,200.

•

BMI Canada, Ltd.

2100 Victory Bldg., Toronto, Ont.
Elgin 5623

OFFICERS

President ..... Neville Miller*
Vice-President ..... Sydney Kaye
Vice-President ..... Harry Sedgwick
Vice-President ..... Joseph Sedgwick
Vice-President ..... Glen Bannerman
Secretary-Treasurer ..... T. Arthur Evans

FUNCTIONS

BMI Canada, Ltd., was organized to buy and publish original music, to coordinate and license performing rights of music published under its own imprint and of music in the catalogs of affiliated publishers and performing right societies and to provide equal opportunity of recognition for all writers and composers.

Board of War Communications

Chairman's Office: c-o Federal Communications Commission, Washington, D. C.

PERSONNEL

James Lawrence Fly, Chairman, Federal Communications Commission; Major General Dawson Olmstead, Chief Signal Officer, of U. S. Army; Captain Carl F. Holden, Director of Naval Communications; Breckenridge Long, Assistant Secretary of State in charge of the Division of International Communications; Herbert E. Gaston, Assistant Secretary of Treasury in charge of reasury Enforcement Activities; Commander R. J. Mauerman, U. S. Coast Guard

COMMITTEES

Alternates: E. K. Jett, Federal Communications Commission; Brigadier General Frank E. Stoner, Chief, Army Communications Branch; Captain Thomas B. Inglis, Assistant Director of Naval Communications; Francis C. de Wolf, Principal Divisional Assistant of the Division of International Communications; Captain E. M. Webster, Chief of Communications of the U. S. Coast Guard.

Coordinating: E. K. Jett, Federal Communication Commission, Chairman; Francis C. De Wolf, Department of State; Major W. T. Guest, Department of War; Lt. Commander Franz O. Willenbucher, Department of Navy; Captain E. M. Webster, Chief of Communications, U. S. Coast Guard.

Law: Charles R. Denny, General Counsel of Federal Communications Commission, Chairman; Colonel Conrad E. Snow, Chief, Legal Branch, Office of the Chief Signal Officer, Department of War; John E. Shea, Department of Treasury; Commander Franz O. Willenbucher, Department of Navy; Raymund T. Yingling, Department of State.

Labor Advisory: Robert J. Watt, Chairman; Paul E. Griffith, Secretary.

Industry Advisory: Walter S. Gifford, Chairman; Dr. C. B Jolliffe, Secretary.

Priorities Planning: Lt. Colonel Lyle D. Wise, Chairman; George J. Dempsey, Secretary.

Amateur Radio: George W. Bailey, Chairman; E. M. Webster, Secretary.

Aviation Communications: R. O. Smith, Chairman; Ford Studebaker, Secretary.

Cable: C. Mills, Chairman; Benedict P. Cottone, Secretary.

Domestic Broadcasting: Neville Miller,* Chairman; A. D. Ring, Secretary.

Interdepartment Radio Advisory: Dr. P. H. Dellinger, Chairman; Commisioner T. A. M. Craven, Vice Chairman; P. F. Siling, Secretary; L. R. Brady, Assistant Secretary.

International Broadcasting: Walter C. Evans, Chairman; P. F. Siling, Secretary.

Radiocommunications: E. M. Webster, Chairman; F. M. Ryan, Secretary.

Communications Liaison for Civilian Defense: Wm. N. Krebs, Chairman: Herbert A. Friede, Secretary.

Priorities Liaison: Lt. Commander R. H. Griffin, Chairman; Gerald C. Gross, Secretary.

Telegraph: E. R. Shute, Chairman; Wm. J. Norfleet, Secretary.

Telephone: Z. Z. Hugus, Chairman; Clyde S. Bailey, Secretary.

State and Municipal Facilities: Captain Donald S. Leonard, Chairman: G. E. Nielson, Secretary.

•

Broadcast Music, Inc. (BMI)

580 Fifth Ave., New York, N. Y.
PEnnsylvania 6-5466

OFFICERS

President ..... Neville Miller*
Vice-President-General Manager ..... M. E. Tompkins
Vice-President-General Counsel ..... Sydney M. Kaye
Vice-President ..... Carl Haverlin
Treasurer ..... C. E. Lawrence

DIRECTORS

Neville Miller,* National Association of Broadcasters; Walter Damm, WTMJ; John Elmer, WCBM; Frank K. White, Columbia Broadcasting System; William Hedges, National Broadcasting Co.; Paul Morency, WTIC; Leonard Kapner, WCAE.

* Has since resigned as President of NAB.

BRANCH OFFICES

1549 North Vine St., Hollywood, Calif.
Executive-in-Charge .....Harry Engel

54 West Randolph St., Chicago, Ill.
Executive-in-Charge .....James Cairns

FUNCTIONS

The functions of BMI are: (1) To buy and publish original music; (2) to coordinate and license the performing rights to music published under its own imprint and of music in the catalogs of affiliated publishers and performing rights societies; (3) to provide equal opportunity of recognition for all writers and composers.

•

Canadian Assn. of Broadcasters

2100 Victory Bldg., Toronto, Ont.
Canada
Elgin 5623

OFFICERS

President-General Manager.....Glen Bannerman
Chairman of the Board.....Harry Sedgwick
Vice-Chairman of the Board.....G. R. A. Rice
General Counsel.....Joseph Sedgwick
Secretary-Treasurer.....T. Arthur Evans

DIRECTORS

Harry Sedgwick, Chairman, New York City; G. R. A. Rice, Vice Chairman, Radio Station CFRN; Gerry Gaetz, CKRC; A. A. Murphy, CFQC; Ralph White, CFJC; J. E. Campeau, CKLW; J. K. Cooke, Toronto; Phil Lalonde, CKAC; J. N. Thivierge, CHRC; Lieut.-Col. K. S. Rogers, CFCY; N. Nathanson, CJCB.

FUNCTIONS

The Canadian Association of Broadcasters is a trade association comprising 62 privately owned radio stations.

•

Canadian Performing Right Soc., Ltd.

1003 Royal Bank Bldg., Toronto 2, Canada

OFFICERS

President-Managing Director...H. T. Jamieson, F.C.A.

BOARD OF DIRECTORS

Deems Taylor, Louis Bernstein, John G. Paine, Ralph Hawkes, Holmes Maddock, H. T. Jamieson.

FUNCTIONS

This organization was formed for the protection of Canadian performing rights and the licensing of public performance of music.

•

Catholic Actors Guild of America, Inc.

Hotel Astor, New York 19, N. Y.
Circle 6-5566

OFFICERS

President.....Gene Buck
Vice-President .....Pat O'Brien
Honorary Vice-Presidents:
Bing Crosby, Dan Healy, Pat O'Brien, Donald Brian
Chaplain-Treasurer.....Rev. John F. White
Recording Secretary.....Donat Gautier
Counsel .....Hon. Alfred J. Talley
Historian.....Lida Kane
Executive Secretary .....George Buck
Chairman of Executive Board.....John A. Bado
Social Secretary (Theatrical).....Jane Hoy
Social Secretary (Non-Theatrical)
Mrs. Cornelius J. Gallagher

FUNCTIONS

The Catholic Actors Guild is a charitable, benevolent and social organization for the people of the theatre, screen and radio, non-sectarian in scope.

Catholic Writers Guild of America

128 W. 71st St., New York, N. Y.
ENdicott 2-0412

OFFICERS

Honorary President,
His Excellency, Most Rev. Francis J. Spellman, D. D.
Spiritual Director.....Rev. John B. Kelly
President.....Edwin P. Kilroe, Ph.D.
Vice-President .....Richard Reid
Treasurer.....Clarence E. Heller
Executive Secretary.....Eleanor M. Tucker
Corresponding Secretary.....Bernadette A. Forrest

BOARD OF GOVERNORS

Thomas E. Woodlock, Very Rev. Fulton J. Sheen, Eugene A. Colligan, Victor Ridder, Elizabeth Jordan, James O'Shaughnessy, Kathleen Norris, Rev. Hugh Morley, Katherine Edgerly, Margaret Marshall, Jos. J. Reilly, Mrs. Philip Brennan, Nicholas Farley, Kenton Kilmer.

•

Clear Channel Broadcasting Service

919 Shoreman Bldg., Washington, D. C.
REpublic 3306

OFFICERS

Chairman.....Edwin W. Craig
Director.....Allan B. Miller
Treasurer.....Harold Hough
Counsel.....Louis G. Caldwell

FUNCTIONS

The function of the Clear Channel Broadcasting Service is to foster the interests of independently-owned clear channel standard broadcast stations in matters of engineering allocation, national and international, to the end of preserving and improving radio reception to rural and sparsely settled areas and to cities and towns having no stations of their own.

•

Committee on Consumer Relations In Advertising, Inc.

420 Lexington Ave., New York, N. Y.
MUrray Hill 5-7367

OFFICERS

Chairman.....John Benson
Executive Director.....Kenneth Dameron

FUNCTIONS

This committee engages in research in the economics of advertising and the economics of consumption; provides a meeting place where consumers and advertisers can discuss mutual problems; provides consultation service for advertising agencies and others interested in management problems arising from consumer movements.

•

The Dramatists' Guild

6 E. 39th St., New York, N. Y.
MUrray Hill 5-6930

OFFICERS

President .....Richard Rodgers
Vice-President .....Phillip Barry
Secretary .....Victor Wolfson

COUNCIL

George Abbott, Robert Ardrey, Philip Barry, Edward Childs Carpenter, Patricia Collin, Marc Connelly, Russel Crouse, Owen Davis, Howard Dietz, Philip Dunning, Nancy Hamilton, Otto Harbach, Lillian Hellman, Gladys Hurbert, G. S. Kaufman, Arthur Kober, Howard Lindsay, Elliot Nugent, Eugene O'Neil, Paul Osborn, Sam Raphaelson, Arthur Schwartz, George Sklar, Lulu Vollmer, Kurt Weill, Victor Wolfson.

FUNCTIONS

The Dramatists' Guild is one of the guilds of the Authors' League of America, Inc. The guild is primarily a protective organization for playwrights.

Federal Radio Education Committee (FREC)

Room 3355 South Interior Bldg., Washington, D. C.
REpublic 1820, Extension 2280

OFFICERS

Chairman.....J. W. Studebaker
Vice-Chairman.....C. F. Klinefelter
Secretary-Editor.....Gertrude G. Broderick
Assistant to the Chairman.....W. D. Boutwell
Director, Script & Transcription Exchange, R. R. Lowdermilk

EXECUTIVE COMMITTEE

John W. Studebaker, U. S. Commissioner of Education; eGorge P. Adair, Federal Communications Commission; Lyman Bryson, Columbia Broadcasting System; John Elmer, Baltimore Broadcasting Corp.; Willard E. Givens, National Education Assn.· Rev. George Johnson, National Catholic Welfare Conference; Harold B. McCarty, Station WHA; Neville Miller, National Association of Broadcasters; Levering Tyson, Muhlenberg College; Judith C. Waller, National Broadcasting Co.

FUNCTIONS

The Federal Radio Education Committee was appointed in 1935 by the Federal Communications Commission with the recommendation at that time that the broadcasters, on one hand, and the educations, on the other, would combine forces which would: (1) eliminate controversy and misunderstanding between groups of educators and between the industry and educators; (2) promote actual cooperative arrangements between educators and broadcasters on national, regional and local bases. Publications to date include Script Exchange Catalog, Forums on the Air, College Radio Workshop, The School Radio Sound System, Glossary of Radio Terms, "Americans All—Immigrants Al'," a supp'ementary teaching aid in the use of recordings of program series of the same name. the FREC Service Bulletin, and many others.

●

Federal Trade Commission

Pennsylvania Ave. at 6th St., N.W., Washington, D.C.
EXecutive 6800

PERSONNEL

Chairman.....Robert E. Freer
Commissioner.....Garland S. Ferguson
Commissioner.....Charles H. March
Commissioner.....Ewin L. Davis
Commissioner.....William A. Ayres
Secretary.....Otis B. Johnson
Chief Counsel.....Wm. T. Kelley
Chief Examiner.....James A. Horton
Chief Economist.....Col. William H. England
Dir. Trade Practice Conferences.....Henry Miller
Director, Radio & Periodical Division..P. B. Morehouse
Assistant Director, Radio & Periodical Division William F. Davidson

FUNCTIONS

The Federal Trade Commission is a Governmental agency whose object is to prevent unfair methods of competition and unfair and deceptive acts and practices in commerce. For a description of the actual procedure and work of this body see articles appearing in other sections of this volume.

●

Federal Communications Bar Assn.

Munsey Bldg., Washington, D. C.

OFFICERS

President.....Horace L. Lohnes
First Vice-President.....Ben S. Fisher
Second Vice-President.....John F. Gibbons
Secretary.....Lester Cohen
Treasurer.....Kenneth L. Yourd

FUNCTIONS

To promote the proper administration of the Communications Act of 1934 and related acts, to uphold the honor of practice before the Federal Communications Commission, and to encourage cordial intercourse among the practitioners. It issues a monthly publication, the Federal Communications Bar Journal, which is devoted to matters of interest pertaining to communications law.

Federal Council of the Churches of Christ in America, Department of National Religious Radio

297 Fourth Ave., New York, N. Y.
GRamercy 5-3475

OFFICERS

Executive Secretary.....Frank C. Goodman
Assistant Executive.....Ethel A. Rich
Secretary.....Wesley B. Goodman

FUNCTIONS

The Department of National Religious Radio was organized in 1923 to promote the effective use of broadcasting in the field of religion. With a membership including representatives of the major protestant groups, the organization arranges and produces eight non-sectarian religicus radio programs each week, as well as special programs, over national networks.

●

First Advertising Agency Group

734 Union Commerce Bldg., Cleveland, Ohio
Main 5194

OFFICERS

President.....Lee E. Donnelley
Vice-President.....Norman Lewis
Secretary-Treasurer.....Melvin F. Hall

BRANCH OFFICES

Membership in this organization includes advertising agencies in the following cities: Albany, N. Y.; Buffalo, N. Y.; Cincinnati, Ohio; Cleveland, Ohio; Des Moines, Iowa; Detroit, Mich.; Jacksonville, Fla.; Los Angeles, Calif.; Nashville, Tenn.; New York, N. Y.; Oakland, Calif.; Philadelphia, Pa.; Pittsburgh, Pa.; Richmond, Va.; San Francisco, Calif.; Salt Lake City, Utah; St. Louis, Mo.

FUNCTIONS

This organization is a cooperative group of independently owned advertising agencies using identical standards of agency procedure and acting as branch offices in the interest of each member.

●

F M Broadcasters, Inc. (FMBI)

Office of the President and Secretary-Treasurer,
333 W. State St., Milwaukee 1, Wis.
Marquette 6000
Washington Office:
711 Colorado Bldg.

OFFICERS

President.....Walter J. Damm
Vice-President.....Theodore C. Streibert
Secretary-Treasurer.....L. W. Herzog

DIRECTORS

John Shepard, 3rd, John V. L. Hogan, Arthur Church, Geo. Lang, Lee B. Wailes, Ray H. Manson, Franklin M. Doolittle, Walter J. Damm, Theodore C. Streibert.

FUNCTIONS

FMBI is a non-profit association of FM boosters founded to see that frequency modulation advances in a coordinated logical manner· to guarantee that its interests are furthered and protected and to represent the FM industry in Washington; to provide an advisory service for its membership stations; too offer liaison between broadcasters and manufacturers interpreting the problems of each; to conduct a program of promotion and publicity aimed at stimulating public interest, and to provide a competent and accurate service for the truthful dissemination of information concerning FM. Membership includes individuals and companies who have an FM station, a construction permit or an application on file with the FCC for one.

●

Foreign Language Radio Wartime Control

Munsey Bldg., Washington, D. C.
MEtropolitan 3535

COMMITTEE

Arthur Simon, Chairman, Philadelphia, Pa.—Pennypacker 9490; James F. Hopkins, Vice-Chairman, Detroit, Mich.—Trinity 2-2000; Gene T. Dyer, Secretary, Chicago, Ill.—Seeley 8066; Joseph Lang, Treasurer, New York, N. Y.—PLaza 3-4704.

Howard W. Davis—KMAC, San Antonio, Texas· S. H. Patterson—KSAN, San Francisco, Calif.; William Welch—WSAR, Fall River, Mass.; Marie Clifford—WHFC, Cicero, Ill.; Lee Little—KTUC, Tucson, Arizona.

DIRECTORS

John Outler, WSB, Atlanta, Georgia; Red Cross, WMAZ, Macon, Georgia; Hoyt Wimpy, WPAX, Thomasville, Georgia.

FUNCTIONS

The Georgia Association of Broadcasters is a regional trade association for 28 Georgia broadcasting stations.

Hollywood Radio Producers Club

614 Equitable Building
Hollywood, Calif.

OFFICERS

President ..... Carroll O'Meara
Secretary-Treasurer ..... John Swallow
Chaplain ..... Murray Bolen
Sergeant-at-Arms ..... Captain Charles Vanda, Captain Tom McKnight

FUNCTIONS

This organization of active producers of TC shows and executives of networks and advertising agencies hold regular luncheon meetings to foster good fellowship.

Hollywood Victory Committee For Stage, Screen and Radio

415½ North Beverly Drive, Beverly Hills, California
Phone: Crestview 5-1171

OFFICERS

Chairman ..... Kenneth Thomson
Vice-Chairman ..... Mark Sandrich
Treasurer ..... Bert Allenberg
Secretary ..... Howard Strickling
Executive Administrator ..... Marco Wolff
Chairman of Hollywood Talent Committee, Charles K. Feldman

ORGANIZATIONS REPRESENTED

Actors Equity Association
American Federation of Radio Artists
American Guild of Musical Artists
American Guild of Variety Artists
American Society of Composers, Authors and Publishers
Artists Managers Guild
Association of Motion Picture Producers
Independent Publicists Society
Musicians Mutual Protective Association
Radio Networks
Radio Writers Guild
Screen Actors Guild
Screen Directors Guild
Screen Publicists Guild
Screen Writers Guild
Southern California Broadcasters Association
Theatre Authority, Inc.

FUNCTIONS

This committee was formed as a means of coordinating the requests for "free talent" and as a means of offering protection to the actors, the studios and the radio networks in Hollywood, so far as authentication of requests is concerned, and so far as accurate check as to the officialdom of the sources of requests for "free talent." This body is charged with the approval or rejection of all requests for "free talent" in Hollywood. All requests for "free talent" whether to studios, organizations of individual stars, are to be referred to this committee for action.

A sub-committee, the Hollywood Talent Committee, is charged, after the main committee has approved a request officially, with the coordination of the various industry elements involved in fulfilling the request.

The Institute for Education by Radio

Established 1930
Ohio State University, Columbus, Ohio
UNiversity 3148, Extension 708

OFFICERS

Honorary Director ..... W. W. Charters
Director ..... I. Keith Tyler
Secretary ..... Ardis Hillman Wheeler

PROGRAM COMMITTEE

William Wallace Beavers, Program Director, WCOL; R. C. Higgy, Director, WOSU; T. C. Holy, Director, Bureau of of Educational Research, Ohio State University; Irwin A. Johnson, Director of Developmental Programs, WBNS; John Moses, Production Manager, WHKC; H. W. Nisonger, Chairman, University Radio Education Committee; C. W. Pettegrew, Program Director, WOSU; I. Keith Tyler, Director of the Institute.

FUNCTIONS

This annual national conference was established in 1930 at the Ohio State University to provide for joint discussion, by broadcasters, educators and civic leaders, of the problems of educational broadcasting. The program is devoted chiefly to consideration of the policies and techniques of radio and is developed from the suggestions and recommendations of those attending the Institute in previous year. No resolutions are passed. The Institute also sponsors the American Exhibition and Citations of Educational Radio Programs which gives awards and honorable mentions to outstanding program series.

Institute of Radio Engineers, Inc.

330 West 42nd St., New York 18, N. Y.
Medallion 3-5661

OFFICERS

President ..... H. M. Turner
Vice-President ..... R. A. Hackbusch
Treasurer ..... R. A. Heising
Secretary ..... Haraden Pratt

FUNCTIONS

The Institute of Radio Engineers is a professional organization of engineers in radio and allied fields. It publishes a magazine entitled "Proceeding of the I. R. E." and conducts meetings in New York and various other cities in the United States, Canada, and Argentina.

Intercollegiate Broadcasting System, Inc.

507 Fifth Ave., New York, N. Y.
VAnderbilt 6-6075

OFFICERS

President ..... George Abraham
Program Manager ..... Harriette Slote
Business Manager ..... Louis M. Bloch

BRANCH OFFICE

Sacandaga Road, Schenectady, N. Y.
Technical Manager ..... David W. Borst

FUNCTIONS

Intercollegiate Broadcasting system is a non-profit association of college campus radio stations and has as its purpose the furtherance of education, entertainment and goodwill among its members. The IBS maintains for the benefit of its members program, business and technical departments. Member stations include the following: University of Alabama, Antioch College, Brown University, Barnard College, College of Albert I. Leopoldville, Belgium Congo, Columbia University, University of Connecticut, Cornell University, Georgetown University, Hamilton College, Harvard University, Haverford College, Knox College, University of Maryland, Ohio University, Ohio State University, Pembroke College, Princeton University, Rhode Island State College, St. Edwards University, Swarthmore College, Union College, Wellesley College, Wesleyan University, Williams College, and Yale University.

Interdepartment Radio Advisory Committee (IRAC)

Chairman's Office: Federal Communications Commission, Washington, D. C.

OFFICERS

Chairman ..... T. A. M. Craven
Vice-Chairman ..... Lt. Commdr. Paul D. Miles
Secretary ..... P. F. Siling
Assistant Secretary ..... L. R. Brady

MEMBERS

Department of Agriculture ..... E. W. Loveridge

Department of Commerce.....Dr. J. H. Dellinger
Federal Communications Commission..T. A. M. Craven
Department of Interior .....S. L. Windes
Department of Justice.....E. P. Coffey
Maritime Commission.....D. S. Brierly
Department of Navy .....Lt. Comdr. Paul D. Miles
Post Office Department .....Roy M. Martin
Department of State.....Thomas Burke
Department of Treasury .....Capt. E. M. Webster
Department of War .....Lt. Col. A. G. Simson

ALTERNATE MEMBERS

Department of Agriculture.....E. C. Wagner
Department of Commerce.....L. H. Simson
Federal Communications Commission.....P. F. Siling
Department of Interior.....Howard F. Carl
Department of Justice.....H. J. Walls
Navy Department.....Lt. W. R. Foley
Department of State.....Francis C. de Wolf
Department of Treasury.....Lt. A. L. Budlong
Department of War.....Lt. Col. William E. Plummer

FUNCTIONS

This committee, composed of representative officials from the various government departments and agencies is charged with advising the President in regard to the assignment of frequencies to government station or classes of station. Little of the committee's work is divulged for public information because of its nature (e.g. National Defense), which is confidential.

●

International Brotherhood of Electrical Workers

1200 Fifteenth St., N.W., Washington 5, D. C.
District 3764

OFFICERS

International President.....Ed J. Brown
International Secretary.....G. M. Bugniazet
International Rep. for Radio Broadcasting, Lawson Wimberly

FUNCTIONS

The International Brotherhood of Electrical Workers is an affiliate of the American Federation of Labor having jurisdiction over technicians, and engineers in radio broadcasting. Sixty IBEW unions of radio broadcast technicians and engineers are now established in the United States, and approximately 350 standard commercial broadcast stations have collective bargaining agreements with IBEW.

●

International Short Wave Club

923 Vine Street, East Liverpool, Ohio
Phone, 3546-W

OFFICERS

President & Editor .....Arthur J. Green
Board of Advisors .....Joseph B. Sessions
Board of Advisors .....Jacob N. Kleimans
Board of Advisors .....Charles H. Schroeder
European Representative .....Arthur E. Bear

BRANCH OFFICES

New York Chapter: Jacob N. Kleimans, Sec.; London (England) Chapter: Arthur E. Bear, Sec.; Manchester (England) Chapter; Officers to be elected monthly; Brighton (England) Chapter: John Bennett, Sec.; Guernsey (England) Chapter: F. S. LaPavoux, Sec.
(Note: The English Chapters have temporarily suspended operations.)

FUNCTIONS

The purpose of the organization is to gather information, helpful hints, station schedules, etc., and send this to members of the organization. The club has members in 141 countries and possessions that act as news reporters.
(Editor's Note: The International Short Wave Club has suspended activity for the duration.)

●

The Lambs

130 W. 44th St., New York 18, N. Y.
BRyant 9-8020

OFFICERS

Shepherd .....John Golden
Boy .....Raymond Peck
Corresponding Secretary.....Bobby Clark
Recording Secretary .....Jack Whiting
Treasurer.....James E. Meighan
Librarian.....John S. (Ole) Olson
Assistant Secretary.....T. H. Druitt

DIRECTORS

Kenneth Webb, Earl Benham, John McManus, Percy Moore, Edwin Burke, William P. Adams, Walter N. Greaza, Sam Forrest, Richard Taber, Otto Harbach Elliott Nugent, Joseph S. Buhler, Ward Wilson, Emil Friedlander, Bruce Evans.
LIFE DIRECTORS: R. H. Burnside, A. O. Brown, William Gaxton, Fred Waring.

●

Market Research Council

630 Fifth Ave., New York 20, N. Y.
(Sixteenth Floor)

OFFICERS

President.....D. B. Lucas
Vice-President.....Ray Robinson
Secretary-Treasurer.....Edw. Battey, Jr

EXECUTIVE COMMITTEE

Elmo Roper, D. B. Lucas, Ray Robinson, Frank Stanton, Edw. Battey, Jr.

FUNCTIONS

This organization is a small informal group (limited membership) of leading market research men interested in general market research who meet monthly for a discussion of mutual problems.

●

Minnesota Radio Council

1001 Hennepin Ave., Minneapolis, Minn.
Phone, MA 2571

OFFICERS

President .....Miss Ruth Rosholt
First Vice-President .....Dr. Raymond J. Chadwick
Second Vice-President .....Miss Katharine Kohler
Recording Secretary .....Mrs. Arthur P. Peterson
Corresponding Secretary .....Mrs. W. H. MacNeil
Treasurer .....Miss Marguerite Breen

BRANCH OFFICES: Duluth, St. Cloud, Winona, Albet Lea.

FUNCTIONS

The Minnesota Radio Council aims to coordinate and cooperate with women's organizations, schools, religious groups and other educational institutions with radio programs. The Council plans to establish standards for the guidance of those concerned with the planning and production of radio programs; publicize approved radio shows; collect and distribute information concerning the reaction of listeners to all types of radio programs.

●

Music Publishers' Protective Association, Inc.

45 Rockefeller Plaza, New York, N. Y.
CIrcle 6-3084

OFFICERS

Chairman of the Board.....Walter G. Douglas
President.....Lester Santly
Vice-President.....Jack Mills
Secretary.....J. J. Bregman
Treasurer.....Richard F. Murray
Agent and Trustee.....Harry Fox

●

Nat'l Assn. of Broadcast Engineers and Technicians

1509 N. Vine St., Hollywood 28, Calif.
GRanite 7273

OFFICERS

President .....James H. Brown
Vice-President.....Allen T. Powley
Secretary-Treasurer .....Thor E. LaCroix
National Representatives.....F. R. Rojar, R. A. Schlagel

FUNCTIONS

The NABE is an independent national labor organization representing radio and television broadcast engineers and technicians exclusively. Chapters are located throughout the country.

National Association of Broadcasters

1760 "N" Street, N.W., Washington 6, D. C.
National 2080

OFFICERS

President ..... J. Harold Ryan
Assistant to President ..... Willard D. Egolf
Secretary-Treasurer ..... C. E. Arnery, Jr.
Director of War Activities ..... Robt. T. Bartley
Director of Broadcast Advertising ..... Lewis H. Avery
Director of Research ..... Paul F. Peter
Director of Engineering ..... Howard S. Frazier
Director of Promotion ..... Arthur C. Stringer
Coodinator of Listener Activities ..... Mrs. Dorothy Lewis

BOARD OF DIRECTORS

Chairman, J. Harold Ryan, NAB, Washington, D. C.
District
1—Paul Morency, WTIC, Hartford, Conn.
2—Kolin Hager, WGY, Schenectady, N. Y.
Paul W. Kesten, CBS, New York, N. Y. (network director.)
3—Roy F. Thompson, WFBG, Altoona, Pa.
4—G. Richard Shafto, WIS, Columbia, S. C.
Frank M. Russell, NBC, Washington, D. C. (network director.)
Don S. Elias, WWNC, Asheville, N. C. (director-at-large)
James W. Woodruff, Jr., WRBL, Columbus, Ga.
5—Frank King, WMBR, Jacksonville, Fla. (director-at-large)
6—Hoyt B. Wooten, WREC, Memphis, Tenn.
7—Nathan Lord, WAVE, Louisville, Ky.
James D. Shouse, WLW, Cincinnati, Ohio (director-at-large)
8—John E. Fetzer, WKZO, Kalamazoo, Mich.
9—Leslie C. Johnson, WHBF, Rock Island, Ill.
10—John J. Gillin, Jr., WOW, Omaha, Nebr.
J. O. Maland, WHO, Des Moines, Ia. (director-at-large)
11—E. L. Hayek, KATE, Albert Lea, Minn.
Barney Lavin, WDAY, Fargo, N. D. (director-at-large)
12—William B. Way, KVOO, Tulsa, Okla.
Herbert Hollister, KANS, Wichita, Kans. (director-at-large)
13—Hugh A. L. Halff, WOAI, San Antonio, Texas
14—Ed Yocum, KGHL, Billings, Mont.
15—Arthur Westlund, KRE, Berkeley, Calif.
16—Calvin J. Smith, KFAC, Los Angeles, Calif.
17—Harry R. Spence, KXRO, Aberdeen, Wash.

FUNCTIONS

The object of this Association shall be to foster and promote the development of the art of radio broadcasting; to protect its members in every lawful and proper manner from injustices and unjust exactions; to foster, encourage and promote laws, rules, regulations, customs and practices which will be for the best interest of the public and the radio industry.

•

National Assn. of Performing Artists

630 Fifth Ave., New York, N. Y.
CIrcle 7-8194

OFFICERS

Honorary President ..... Josef Hofmann
President ..... James J. Walker
Vice-President ..... Fred Waring
Vice-President ..... Meyer Davis
Vice-President ..... Paul Whiteman
Vice-President ..... Al Jolson
Treasurer ..... Don Voorhees
General Counsel ..... Maurice J. Speiser

BOARD OF DIRECTORS

Fred Waring, Chairman; Connie Boswell, Noel Coward, Bing Crosby, Meyer Davis, Mary Garden, Benny Goodman, Jascha Heifetz, Lewis James, Al Jolson, Arthur W. Levy, Guy Lombardo, John McCormack, Grace Moore, Ray Noble, Walter O'Keefe, Dick Powell, Fritz Reiner, Fabien Sevitsky, Nathaniel Shilkret, Lawrence Tibbett, Rudy Vallee, Don Voorhees, James J. Walker, Paul Whiteman, Victor Young, Efrem Zimbalist.

FUNCTIONS

The object of the Association is to protect the recordings of its members and the prevention of their unauthorized use primarily by broadcast stations, coin-operated machines, etc.

•

National Better Business Bureau, Inc.

405 Lexington Ave., New York 17, N. Y.
MUrray Hill 6-3535

OFFICERS

President ..... R. P. Clayberger
Vice-President ..... Phillips Wyman
Secretary ..... Warren C. Agry
Treasurer ..... John L. Anderson
General Manager ..... Edward L. Greene

FUNCTIONS

This organization assists the public, advertisers and publishers to avoid false and deceptive advertising. It cooperate with law enforcement agencies in this work.

•

Nat'l Assn. Educational Broadcasters

Exec. Secy., Radio Station WILL, Univ. of Illinois, Urbana, Illinois
URbana 7-2616.

OFFICERS

President ..... Gilbert D. Williams
(WBAA, West Lafayette, Ind.)
Treasurer ..... W. I. Griffith
(WOI, Ames, Iowa)
Executive Secretary ..... Frank Schooley
(WILL, Urbana, Illinois)

FUNCTIONS

To further the interests of educational broadcasting stations and educators broadcasting over commercial stations.

•

National Independent Broadcasters (NIB)

President's Office: 501 Madison Ave., New York, N. Y.
Washington Office: Edmonds Bldg., 917 Fifteenth St., N.W., Washington, D. C.
Phone, Republic 3607

OFFICERS

President ..... Harold A. Lafount
General Counsel ..... Andrew W. Bennett

FUNCTIONS

This association was organized and is operated by independently owned and operated stations, as distinguished from national networks and stations owned or managed by national networks, to meet the need of special representation for such independently owned stations in handling the problems and activities peculiar to them as a group. All broadcast stations are eligible for membership except stations owned or managed by national networks.

•

National Industrial Advertisers Association, Inc.

100 E. Ohio St., Chicago, Ill.
Superior 8140

OFFICERS

President—Frederic I. Lackens, The Hays Corporation, Michigan City, Indiana.
Vice-President—Alan A. Ballantyne, Electric Auto-Lite Co., Champlain and Mulberry, Toledo, Ohio.
Vice-President—Walter A. Bowe, Carrier Corporation, Syracuse, New York.
Vice-President—Wilmer H. Cordes, American Steel & Wire Co., Rockefeller Bldg., Cleveland 1, Ohio.
Vice-President—Edward V. Creagh, American Chain & Cable Co., Inc., Bridgeport 2, Conn.

Vice-President—John A. M. Galilee, Canadian Westinghouse Co., Ltd., Hamilton, Ont.
Vice-President—John H. Kunkel, The Fluor Corp., Box 7030, East L.A. Sta., Los Angeles, Cal.
Vice-President—J. M. McKibbin, Westinghouse Elec. & Mfg. Co., East Pittsburgh, Pa.
Vice-President—Graham Rohrer, Baldwin-Hill Company 501 Klagg Ave., Trenton 2, N. J.
Secy-Treasurer—Arnold Andrews, Bucyrus-Erie Company, South Milwaukee, Wis.
Past-President—Herbert V. Mercready, Magnus Chemical Company, Garwood, N. J.

DIRECTORS

Baltimore, M. J. Donahue, Anchor Post Fence Company, 6500 Eastern Avenue, H. C. Schuckle, Emery Advertising Co., Inc., Baltimore Life Building· Boston, James H. Watson, S. D. Warren Company, 89 Broad Street, Ross M. Cunningham Massachusetts Institute of Technology Cambridge; Buffalo, Gerald N Abt, Barcalo Manufacturing Company, 225 Louisiana Street, Howard M. Robins, J. H. Williams & Company, 400 Vulcan Street Chicago, Howard W. Rose, The Buchen Company, 400 West Madison Street, C. N. Kirchner, Independent Pneumatic Tool Co., 600 W. Jackson Blvd.; Cincinnati, Theodore Brown, Perry-Brown, Inc., 15 East Eighth Street, Walter H. Spindler, Armco Drainage Products Association, Middletown; Cleveland, C. B. Cook, The Elwell-Parker Electric Company, 4205 St. Clair Ave., Ernest C. Roberts, The Clark Controller Co., 1146 East 152nd Street; Columbus, L. H. McReynolds, Jeffrey Manufacturing Company, Post Office Box 1397, W. T. Burgess, Denison Engineering Company, 1160 Dublin Road; Detroit, John A. Marshall, Wolverine Tube Company, 1411 Central Avenue, E. R. Dunn, Bull Dog Electric Products Co., 7610 Joseph Campay Ave.; Houston, A. B. Penny, Humble Oil & Refining Company, Humble Building, H. O. Heller, Reed Roller Bit Company; Indianapolis, J. A. DeLo, Continental Steel Corporation, Kokomo, Indiana, Howard C. Caldwell, The Caldwell-Baker Co., 1204 Merchants Bank Bldg.; Los Angeles, Wentworth W. Mann, The McCarty Company, 1206 Maple Avenue, Richard F. O'Mara, Western Precipitation Corporation, 1016 W. 9th St.; Mason-Dixon, Terry Mitchell, Frick Company, Waynesboro, Pa.; J. Donald Smith, York Corp., Roosevelt Ave., York, Pa.; Milwaukee, E. J. Goes, Koehring Co., 3026 W. Concordia Avenue (10), Francis M Higgins, Four Wheel Drive Auto Company, 12th St., Clintonville, Wis.; Minnesota, Roy H. Smallwood, Wm. H. Ziegler Co., 2331 University Ave., S.E., Minneapolis, Alfred Colle, Alfred Colle Co., 510 New York Life Bldg., Minneapolis; Montreal, W. A. Bates, Steel Company of Canada, Ltd., Post Office Box 460, Gordon L. Hale, Canadian Tube & Steel Products Ltd., 5765 Hamilton St.; New Jersey, Samuel E. Gold, Lignum-Vitae Corp., 95-100 Boyd Ave., Jersey City, N. J., C. E. Gischel, Walter Kidde & Co., 140 Cedar St., New York, N. Y.· New York, E. Scott Pattison, G. M. Basford Company, 60 East 42nd Street, Gordon Tuthill, Crucible Steel Company of America, 405 Lexington Ave; Philadelphia, J. S. McCullough, Yale & Towne Manufacturing Co., 4530 Tacony Street, A. O. Witt, Schram, Inc., West Chester, Pennsylvania; Pittsburgh, Harold S. Downing, Walker and Downing, Oliver Building, J. A. Burgess, Gulf Oil Corporation, Gulf Building; Rochester, Wallace W. Lockwood, Taylor Instrument Companies, 95 Ames St., A. G. Moore, General Railway Signal Company, 801 West Avenue; Rockford, Walter Hagstrom, Mattison Machine Works, 514 Blackhawk Park Avenue, W. C. Galloway, Barber-Colman Company, 215 South Loomis Street; St. Louis, Oakleigh R. French, Oakleigh R. French & Associates, 4238 Lindell Blvd., T. W. Broesel, White Rodgers Electric Company, 1209 Cass Avenue; San Francisco, H. A. Sawin, Yuba Manufacturing Company, 351 California Street, H. S. Schuler, Westinghouse Electric & Mfg. Co., 1 Montgomery Street; Toledo, Ben C. Gardner, DeVilbiss Company, 300 Phillips Street, H. M. Wertz, Toledo Steel Products Company, Toledo Trust Building Toronto, Donald McCrimmon, C. A. Dunham Company, Ltd., 1523 Davenport Road, T. H. Dowsett, Trane Company of Canada, Ltd., 4 Mowat Avenue; West, New Eng., H. E. Merrill, General Electric Co., Boston Ave., Bridgeport, Conn., Fred Emerson, Spartan Saw Works, Inc., Springfield, Massachusetts; Youngstown, A. M. Wearstler, Wearstler Advertising, Inc., 20 West Front Street, Ira Thomas, Meek and Thomas, Inc., 724 Wick Avenue; At-Large, John N. Cronk, Commercial Solvents Co., Terre Haute, Ind., Howard K. Kenyon, LaPlant-Choate Manufacturing Co., Cedar Rapids, Ia.

FUNCTIONS

This organization is a trade association devoting its efforts exclusively to the advancement of industrial advertising and marketing technique and practice.

●

National Variety Artists, Inc.

225 W. 46th St., New York, N. Y.
COlumbus 5-2638

OFFICERS

President ..... Louis Handin
First Vice-President ..... Jack Boyle
Second Vice-President ..... Harry Ferguson
Treasurer ..... Frank O'Connell
Recording Secretary ..... Rosa Crouch

DIRECTORS

Charles Preston, Juliet Heath, George Crowley, Leon E. Bendon, Vic Christie, Bert Spencer, Joe Woods, Wilbur Held, Jim Mooney, John K. Hawley.

FUNCTIONS

The function of National Variety Artists, Inc., is to promote Americanism and fraternal and welfare activities among the members of the theatrical profession. Open house for Boys in Service.

●

Nebraska Broadcasters Association

Secretary's Office: c/o WJAG, Norfolk, Nebr.
Phone: 432

OFFICERS

President ..... E. A. Thomas
(KGFW, Kearney)
Vice-President ..... Jud Woods
(KFAB, Lincoln)
Secretary-Treasurer ..... Art Thomas
(WJAG, Norfolk)

DIRECTORS

John J. Gillin, Jr., & Harry Burke, WOW, Omaha; Bill Martin, KMMJ, Grand Island.

MEMBER STATIONS

KFAB, Lincoln; KFOR, Lincoln· KGFW, Kearney; KGKY, Scottsbluff; KGNF, North Platte; KHAS, Hastings; KMMJ, Grand Island; KORN, Fremont; KOWH, Omaha; KOIL, Omaha; WJAG, Norfolk; WOW, Omaha; KBON, Omaha.

●

Network Affiliates, Inc.

Munsey Bldg., Washington, D. C.

OFFICERS

President ..... Eugene C. Pulliam
(WIRE, Indianapolis, Ind.)
Vice-President ..... Hulbert Taft, Jr.
(WKRC, Cincinnati, O.)
Secretary-Treasurer ..... William J. Scripps
(WWJ, Detroit, Mich.)

DIRECTORS

Ed Craney, KGIR, Butte, Mont.; W. J. Scripps, WWJ, Detroit, Mich.; Eugene C. Pulliam, WIRE, Indianapolis, Ind.; Ronald Woodyard, WING, Dayton, O.; Luther L. Hill, KRNT, Des Moines, Ia.; H. J. Brennen, KQV, Pittsburgh, Pa.; Hoyt Wooten, WREC, Memphis, Tenn.; John A. Kennedy, WCHS, Charleston, W. Va.; Edgar Bill, WMBD, Peoria, Ill.; Donald Davis, WHB, Kansas City, Mo.; Hulbert Taft, Jr., WKRC, Cincinnati, O.; Leonard H. Kapner, WCAE, Pittsburgh, Pa.

BRANCH OFFICES

Indianapolis: Claypool Hotel; Phone, Riley 1541; Eugene C. Pulliam, President.
Detroit: 626 West Lafayette Blvd., Phone Randolph 2000; William J. Scripps, Secretary-Treasurer.

FUNCTIONS

All independently owned network affiliates are eligible to membership in Network Affiliates, Inc. Clear channel stations and purely local stations are not eligible for membership. The principal object of the association is to promote and protect the American system of broadcasting as it now functions and to oppose the establishment of super-power stations in the United States. It also serves as a mutual clearing house for network affiliate stations in their relations with the network company, ASCAP, BMI and with the FCC.

New Jersey Broadcasters' Association

C/o John C. Bird
WCAP, Asbury Park, N. J.
Phone: Asbury Park 1911

OFFICERS

President ..... A. Harry Zoog
(WTTM, Trenton)
Vice-President ..... I. R. Rosenhaus
(WAAT, Newark)
Vice-President ..... O. L. Maxey
(WSNJ, Bridgeton)
Secretary-Treasurer ..... John C. Bird
(WCAP, Asbury Park)

EXECUTIVE BOARD

A Harry Zoog, O. L. Maxey, John C. Bird, WCAP, Asbury Park, George S. McGinley, WTTM, Trenton; A. B. Schibin, WAAT, Jersey City.

•

Newspaper Radio Committee

370 Lexington Ave., New York, N. Y.
LExington 2-8497

OFFICERS

Chairman ..... Harold V. Hough
Vice-Chairman ..... Walter J. Damm
Treasurer ..... Dean Fitzer

FUNCTIONS

Newspaper Radio Committee was organized by publishers of newspapers owning broadcast stations to present before the FCC their defense against FCC Order No. 79 issued March 20, 1941.

•

North Carolina Assn. of Broadcasters

President's Office: C/o WSTP, Salisbury, N. C.

OFFICERS

President ..... Bryce P. Beard
(WSTP, Salisbury)
Vice-President ..... F. C. Todd
(WGNC, Gastonia)
Treasurer ..... A. D. Willard
(WBT, Charlotte)
Secretary ..... Nathan Frank
(WCBT, Roanoke Rapids)

FUNCTIONS

This association coordinates the activities of all member stations in connection with problems in which they have a mutual interest.

•

Northern California Broadcasters Association

c/o C. L. McCarthy, Secretary
KQW San Francisco Studios
140 Jessie St., San Francisco, Calif.

OFFICERS

President ..... Arthur Westlund
(KRE, Berkeley)
Secretary-Treasurer ..... C. L. McCarthy
(KQW, San Jose)

FUNCTIONS

The Northern California Broadcasters Assn. is an informal organization established to discuss and work out problems common to the broadcasting stations in the territory.

Ohio Association of Broadcasters

33 N. High St., Columbus, Ohio
Phone, MA 4581

OFFICERS

President ..... Carl Everson
(WHKC, Columbus)
Vice-President ..... Robert T. Mason
(WMRN, Marion)
Secretary-Treasurer ..... Laben T. Smith
(WCOL, Columbus)

•

Oregon State Broadcasters' Assn.

c/o Lee Bishop, President
KMED, Medford, Ore.

OFFICERS

President ..... Lee Bishop
(KMED, Medford)
Vice-President ..... Arden Pangborn
(KGW-KEX, Portland)
Secretary-Treasurer ..... Henry Swartwood, Jr.
(KOIN-KALE, Portland)
Board Members ..... Frank H. Loggan, Q. Cox

FUNCTIONS

Membership roster of this organization includes all broadcasting stations in Oregon, including state and municipal stations. Purpose is to be of mutual assistance in commercial, management and technical problems by exchange of information and group action if needed.

•

Pacific Advertising Association

337 Monadnock Building
San Francisco, Calif.
Phone: GArfield 6868

OFFICERS & DIRECTORS

President—Maurice W. Heaton, Vice Pres. & Manager L.A. Office, Williams, Lawrence & Cresmer Co. (Publishers Representatives), 815 South Hill Street, Los Angeles, Calif.

Senior Vice President—George Weber, Manager Seattle Office, Mac Wilkins, Cole & Weber, Advertising Agency, Republic Bldg., Seattle, Wash.

Secretary-Treasurer—Vernon Churchill, Assistant Publisher, The Oregon Journal, Portland, Oregon.

Vice Pres. at Large—Mrs. Lucrezia Kemper, Manager, Albert Frank-Guenther Law, Advertising Agency, 155 Sansome St., San Francisco, Cal.

Vice Pres. Dist. No. 1—Joseph Cornelius, Assistant Cashier The First National Bank in Spokane, Spokane, Wash.

Vice Pres. Dist. No. 2—Walter Wagstaff, Sales Manager, Radio Station KDYL, Salt Lake City, Utah.

Vice Pres. Dist. No. 3—John W. Davis, Secy.-Treas., Ramsay Signs, Inc., 223 S. W. Stark St., Portland, Oregon.

Vice Pres. Dist. No. 4—Robert S. Hunter, President, Hunter Advertising Co., 1924 Franklin St., Oakland, Cal.

Vice Pres. Dist. No. 5—Charles A. Storke, Assistant Publisher, News-Press, de la Guerra Plaza, Santa Barbara, Calif.

Past President—Laurence W. Lane, Publisher, Sunset Magazine, 576 Sacramento St., San Francisco, Calif.

Chairman Finance Committee—Howard Willoughby, Vice Pres. in Charge of Sales, Foster & Kleiser Co., 1675 Eddy St., San Francisco, Cal.

Chairman, Club Service Committee—Elliott C. Hensel, Business Counselor, Arcady Apts., Los Angeles, Cal.

Chairman, Advancement of Business Committee—Don Belding, Chairman of the Board, Foote, Cone & Belding, 601 West Fifth St., Los Angeles, Calif.

Chairman, Pacific Adv. Commission—George W. Kleiser, Sr., President, Foster & Kleiser Co, 1675 Eddy Street, San Francisco, Calif.

Chairman, Senior Advisory Committee, Junior Division—Robert L. Philippi, Biow Adv. Agency, 300 Montgomery St., San Francisco.
Chairman, Junior Executive Committee—Edith Grundig, Philip J. Meany Co., Advertising, 816 West Fifth St., Los Angeles, Calif.
Headquarters Staff—Charles W. Collier, Managing Director, Lela M. Huey, Executive Secretary, 337 Monadnock Building, San Francisco, Cal. Telephone GArfield 6868.

FUNCTIONS

This Association is composed of 22 advertising clubs in 11 western states and of contributing members to the association's advancement of business and "Advertisers for Victory" progam.

●

Pennsylvania Broadcasters Assn.

P. O. Box 11, Harrisburg, Pa.

OFFICERS

President.....Clair R. McCollough (WGAL, Lancaster)
Vice-President.....Clifford Chafey (WEEU, Reading)
Secretary.....C. G. Moss (WKBO, Harrisburg)
Treasurer.....Dr. Leon Levy (WCAU, Philadelphia)

DIRECTORS

H. Kenneth Brennen, WJAS, Pittsburgh; George E. Joy, WRAK, Williamsport; Arthur Simon, WPEN, Philadelphia.

FUNCTIONS

This organization is a mutual association of the broadcasting stations of Pennsylvania, formed for the purpose of conducting business negotiations concerning matters of interest to the radio broadcasting stations of the state. Its membership is active on the part of practically every station in the state.

●

Professional Music Men, Inc.

1270 Sixth Ave., New York, N. Y.
COlumbus 5-7362

OFFICERS

President.....Rocco Vocco
First Vice-President.....Joseph Santly
Second Vice-President.....Charles Warren
Third Vice-President.....Phil Kornheiser
Treasurer.....Irving Tanz
Financial Secretary.....Michael L. Schloss
Recording Secretary.....Louis E. Schwartz
Sergeant-at-Arms.....David Kent
Executive Director.....Bob Miller

BRANCH OFFICES

19 S. La Salle St., Chicago, Ill.
Regional Director.....Morton Schaefer
1549 N. Vine Street, Hollywood, Calif.
Regional Director.....Nat Winecoff
36 East Fifth Street, Cincinnati, Ohio
Regional Director.....Danny Engel
433 Little Building, Boston, Mass.

FUNCTIONS

Charitable and Benevolent Organization.

●

The Radio Club of America, Inc.

11 W. 42nd St., New York, N. Y.
LOngacre 5-6622

OFFICERS

President.....F. L. Klingenschmitt
Vice-President.....O. James Morelock
Treasurer.....J. J. Stanley
Corresponding Secretary.....M. B. Sleeper
Recording Secretary.....J. H. Bose

FUNCTIONS

Object of the club is the promotion of cooperation among those interested in scientific investigation and amateur operation in the art of radio communication. Meetings are held monthly from September through June at Columbia University. Proceedings are published approximately six times a year (see listing under publications contained in this volume).

DIRECTORS

Ernest V. Amy, E. H. Armstrong, H. H. Beveridge, J. H. Bose, G. E. Burghard, J. L. Callahan, E. P. Felch, L. C. F. Horle, H. W. Houck, F. A. Klingenschmitt, Frank King, H. Pratt, M. B. Sleeper.

Radio Correspondents' Association

United States Capitol, Washington, D. C.
NAtional 3120, Extension 1263

OFFICERS

President.....Eric Sevareid (Foreign Service)
Acting Vice-President.....Earl Godwin
Secretary.....Richard Harkness
Treasurer.....Rex Good
Ex-Officio Member, Executive Committee.....Fred W. Morrison
Gallery Mgt.....D. Harold McGrath
Supt. Senate & House Gallery.....Rcbt. M. Menaugh (Military Service)
Acting Supt. House Gallery.....Wm. Vaughan

FUNCTIONS

This is an organization of radio news reporters and correspondents in the National Capitol, gathering daily news for dissemination through the medium of radio. It controls the membership of the Senate and House radio galleries and is vested with complete responsibility for any radio representatives who attend news conferences at the White House as well as providing facilities for radio news men at national political conventions.

●

Radio Council—WBEZ Chicago Public Schools

228 N. La Salle St., Chicago, Ill.
Dearborn 7801

OFFICERS

Superintendent of Schools.....Dr. William H. Johnson
Acting Director.....George Jennings
Engineer.....E. H. Andreson

EXECUTIVE COMMITTEE OF SCHOOL BROADCAST CONFERENCE

Maj. Harold W. Kent, Chairman; Judith Waller, National Broadcasting Co.; George Jennings, Director of Conference; David Heffernan, Cook County Schools.

FUNCTIONS

The Radio Council operates a non-commercial educational FM station and is producing group, primarily interested in in-school broadcasts for Chicago schools. It also produces many out-of-school programs over local stations and publishes literature in this connection. It also conducts the annual School Broadcast Conference which is primarily interested in showing ways in which to use radio programs in the classroom; public service programs for community organizations· adult education.

●

Radio Directors Guild

The Gladstone
114 E. 52nd St., New York, N. Y.
PLaza 3-4300.

OFFICERS

President.....Earle L. McGill
Vice-President and Chairman, Membership Committee.....Jerry Devine
Treasurer.....Robert L. Shayon
Secretary.....John Macdonell
Chairman, War Activities Committee.....Phil Cohan
Past President.....George J. Zachary
Past Vice-President.....Maj. Edward A. Byron

COUNCIL

Earle L. McGill, Jerry Devine Robert L. Shayon, John Macdonnell, Phil Cohan, William M. Sweets, Roger Bower, Theodora Yates, Harold McGee, John W. Loveton.

MEMBERS

Harry Ackerman, Wendell Adams, Private Ira Ashley, Oliver Barbour, John Becker, Lieut. Howard G. Barnes, Joseph Bell, Leonardo Bercovici, Gertrude Berg, Don Bernard, Lawrence Berns, Frederick Bethel, Roger Bower, Stuart Buchanan, Major Edward A. Byron, Edmund L. Cashman, Philip Cohan, Leland F. Cooley, Lieut. Ted Corday, Norman Corwin, Walter Craig, Carlo De Angelo, Guy della-Cioppa, Jerry Devine, John Dietz, Mitchell Grayson, Axel Gruenberg, Harry Holcombe, Private Clinton Johnston, Jack Johnstone, Bruce Kamman, Ray Kremer, G. Bennett Larson, Anton M. Leader, Richard Leonard, Marx Loeb, Joseph Losey, Basil Loughrane, John W. Loveton, John Henry Macdonell, Lindsay MacHarrie, Nila Mack, Joseph

Mansfield, Sherman A. (Jock) MacGregor, Harold McGee, Earle L. McGill, Arnold Michaelis, Brewster Morgan, Herbert Moss, Arch Oboler, Lester O'Keefe, Herbert S. Polesie, William S. Rainey, Lieut. Irving K. Reis, Thomas L. Riley, Alton Rinker, William N. Robson, Jack Roche, William Rousseau, Herb Sanford, Robert Lewis Shayon, William M. Sweets, Frank Telford, Willson M. Tuttle, Lester Vail, Chick Vincent, Albert Ward, Kenneth Webb, Private Robert Welch, Orson Welles, Theodora Yates, Lieut. George Zachary.

•

Radio Executives Club of New York

400 Madison Ave., New York, N. Y.

OFFICERS

President ..... M. B. Grabhorn
Vice-President ..... Beth Black
Secretary ..... Warren Jennings
Treasurer ..... Ninette Joseph

FUNCTIONS

The major functions of the Radio Executives Club are: (1) to promote and encourage the use of radio broadcasting as an advertising medium; (2) to create a lasting fraternity of persons engaged in the business of radio; (3) to promote a better understanding of radio broadcasting and its attending problems; (4) to maintain a central bureau of employment for members of the club; (5) to provide a common meeting place for all persons engaged in the business of radio. Meetings are held twice monthly from October to May and membership is open to anyone engaged in the business of radio, subject to approval of the membership committee.

•

Radio Manufacturers Association

1317 F Street, N. W., Washington, D. C.
National 4901

OFFICERS

President ..... Paul V. Galvin
(Galvin Manufacturing Corp.)
Executive Vice-President-General Manager-Secy. Bond Geddes
Vice-President ..... R. C. Cosgrove
(Crosley Corp.)
Vice-President ..... M. F. Balcom
(Sylvania Electric Products, Inc.)
Vice-President ..... W. P. Hilliard
(Bendix Radio)
Vice-President ..... J. T. White
(Jensen Radio Mfg. Co.)
Vice-President ..... Ray E. Sparrow
(P. R. Mallory & Co., Inc.)
Treasurer ..... Leslie Muter
(The Muter Co.)
General Counsel ..... John W. Van Allen
(Buffalo, N. Y.)

DIRECTORS

Term Expiring 1944

E. Alschuler, Electrical Research Laboratories, Inc.; W. R. G. Baker, General Electric Company; Floyd C. Best, Chicago Telephone Supply Co.; George R. Blackburn, Chicago Transformer Corporation; A. Blumenkrantz, General Instrument Corporation; Roy Burlew, Ken-Rad Tube & Lamp Corporation; Walter Evans, Westinghouse Electric & Manufacturing Co.; A. H. Gardner, Colonial Radio Corporation; W. P. Hilliard, Bendix Radio; J. J. Kahn, Standard Transformer Corporation; Ray H. Manson, Stromberg-Carlson Co.; Ray F. Sparrow, P. R. Mallory & Co., Inc.; R. C. Sprague, Sprague Specialties Company; A. S Wells, Wells-Gardner & Co; T. A. White, Jensen Radio Manufacturing Co.

Term Expiring 1945

Ben Abrams, Emerson Radio & Phonograph Corp; M. F. Balcom, Sylvania Electric Products, Inc.; R. C. Cosgrove, The Crosley Corporation; L. L. Kelsey, Stewart-Warner Corporation; J. J. Nance, Zenith Radio Corporation; Glenn W. Thompson, Noblitt-Sparks Industries, Inc.

Term Expiring 1946

John Ballantyne, Philco Corp.; P. S. Billings, Belmont Radio Corp.; C. B. Jolliffe, RCA; Paul V. Galvin, Galvin Mfg. Corp.; E. A. Nicholas, Farnworth Television & Radio Corp.; David T. Schultz, Raytheon Prod. Corp.

•

Radio Manufacturers Assn. of Canada

159 Bay St., Toronto, Ont., Canada
Adelaide 1531

OFFICERS

President ..... L. A. Young
Vice-President ..... R. M. Brophy
Executive Secretary ..... W. W. Richardson
Chairman of Parts Division ..... R. Randall
Chairman of Engineering Committee ..... C. J. Irwin

FUNCTIONS

This association is a non-profit and co-operative organization founded in 1926 to promote the interests of the radio manufacturing industry in Canada.

•

Radio Script & Transcription Exchange, Federal Radio Education Committee

U. S. Office of Education, Washington, D. C.
Republic 1820, Extension 2225

OFFICERS

Director ..... R. R. Lowdermilk

FUNCTIONS

The exchange is designed to promote more effective local broadcasting by educational and civic organizations and radio stations by serving as a clearing house for selected educational radio scripts, transcriptions and production aids, and as a source of all kinds of information pertaining to the field of educational radio.

•

Radio Technical Planning Board

OFFICERS

Chairman ..... Dr. Walter R. G. Baker
Vice-chairman ..... Dr. Alfred N. Goldsmith
Treasurer ..... Bond Geddes
Coordinator ..... L. C. F. Horle
Secretary ..... W. B. Cowilich
Asst. Secretary ..... Mrs. Martha Kinzie

Spectrum Utilization: A. N. Goldsmith, chairman; R. H. Manson, vice-chairman.

Frequency Allocation: C. B. Jolliffe, chairman; F. M. Ryan, vice-chairman.

H. F. Generation: R. M. Wise, chairman; H. F. Argento, vice-chairman.

Standard Broadcasting: Howard Frazier, chairman; Burgess Dempster, vice-chairman.

V. H. F. Broadcasting: G. E. Gustafson, chairman; C. M. Jansky, vice-chairman.

Television: D. B. Smith, chairman; I. J. Kaar, vice-chairman.

Facsimile: J. V. L. Hogan, chairman; C. J. Young, vice-chairman.

Radio Communication: Haraden Pratt, chairman; H. H. Beverage, vice-chairman.

Relay Systems: E. W. Engstrom, chairman; Ralph Bown, vice-chairman.

Radio Range, Direction & Recognition: W. P. Hilliard, chairman; C. G. Fick, vice chairman.

Aeronautical Radio: D. W. Rentzel, chairman; D. K. Martin, vice-chairman.

Ind., Scientific & Medical Equipment: C. V. Aggers, chairman; H. B. Marvin, vice-chairman.

Police, Emergency Services: D. E. Noble, chairman; Frank Walker, vice-chairman.

FUNCTIONS

The RTPB formulates plans for the technical future of the radio industry and services, including frequency allocations and systems standardization, in accordance with the public interest and the technical facts. The Planning Board advises government, industry and the public of its recommendations. Such planning is restricted to engineering considerations.

The Radio Writers' Guild of the Authors' League of America, Inc.

6 E. 39th Street. New York, N. Y.
MUrray Hill 5-6930

OFFICERS

National President .....Louis Scofield
Vice Presidents: Eastern Region.....Peter Lyon
Middle Western Region.....Kenneth Pettus
Western Region .....Sam Moore

Offices:
New York City: 6 East 39th Street.
Hollywood: 1655 North Cherokee.
Chicago: Room 1116, 360 N. Michigan.

NATIONAL COUNCIL

Georgia Backus, Erik Barnouw, Sylvia Berger, John Boylan, Norman Corwin, David De Koven, John Dunkel, Leslie Edgley, Julian Funt, Sidney Gerson, Neal Hopkins, Pauline Hopkins, Chester Huntley, Nikki Kaye, Jerome Lawrence, Robert H. Lochner, John T. Madigan, Carlton E. Morse, Arch Oboler, David Peltz, Don Quinn, George Roosen, Ashmead Scott, William L. Shirer, Lynn Stone, Louis Terkel, John Thompson, Everett Tomlinson, Ruth Walliser, Kenneth Webb.

●

Rocky Mountain Radio Council, Inc.

21 East 18th Ave., Denver 2, Colo.
KEystone 5306

OFFICERS

President.....C. B. Hershey
Secretary .....William M. Spackman
Treasurer.....E. A. Conway, S. J.
Director.....Robert B. Hudson

EXECUTIVE COMMITTEE

Glenn Kinghorn, Ben M. Cherrington, W. D. Armentrout, Malcolm G. Wyer.

FUNCTIONS

The Rocky Mountain Radio Council is a non-profit corporation of 29 organizations formed to give professinal aid to educational organizations in planning, preparing and producing their radio broadcasts. In 1943 it produced 351 programs for 22 organizations, which were re-broadcast 1,936 times from 21 commercial radio stations in the Rocky Mountain region. Recording studio facilities available for commercial work.

●

SESAC, Inc.

475 Fifth Ave., New York 17, N. Y.
MUrray Hill 5-5365.

OFFICERS

President .....Paul Heinecke
Treasurer .....R. C. Heinecke

FUNCTIONS

Licensing use of copyrighted music.

●

Society of Jewish Composers, Publishers and Song Writers

152 W. 42nd St., New York, N. Y.
LOngacre 5-9124

OFFICERS

President .....Sholom Secunda
Vice-President .....Rev. Pinchus Jassinowsky
Treasurer .....Alexander Olshanetsky
Secretary.....Henry Lefkowitch
General Manager.....Salom J. Perlmutter
Counsel.....A. Edward Masters

FUNCTIONS

This association licenses public performance rights of music copyrighted by its members and on which they collect royalties. Association owns approximately 95 percent of the Jewish compositions.

●

Society of Motion Picture Engineers

Hotel Pennsylvania, New York, N. Y.
PEnnsylvania 6-0620

OFFICERS

President .....Herbert Griffin
Past President .....Emery Huse
Executive Vice-President .....Loren L. Ryder
Engineering Vice-President.....D. E. Hyndman
Editorial Vice-President.....A. C. Downes
Financial Vice-President.....A. S. Dickinson
Convention Vice-President.....W. C. Kunzmann
Secretary .....E. Allan Williford
Treasurer .....M. R. Boyer

GOVERNORS

C. R. Keith, C. W. Handley, W. A. Mueller, H. W. Remershied, W. V. Wolfe, E. J. Sponable, R. O. Strock, J. H. Spray, H. W. Moyse, F. E. Carlson, E. M. Honan, J. A. Maurer.

FUNCTIONS

In addition to its motion picture activities, this association is actively interested in television. It publishes a monthly organ in which various subjects are discussed by men in the industry.

●

Song Writers' Protective Association (SPA)

1250 Sixth Ave., New York 20, N. Y.
COlumbus 5-3758

OFFICERS

President .....Sigmund Romberg
Vice-President .....Stanley Adams
Second Vice-President .....Ira Gershwin
Secretary .....Charles Tobias
Treasurer .....Abel Baer
Counsel .....John Schulman
Executive Secretary .....Sayre Marder
West Coast Representative .....L. Wolfe Gilbert

FUNCTIONS

Song Writers' Protective Association aims to foster the interests of all persons engaged in writing musical compositions. By cooperative effort it seeks to eliminate inequitable conditions and harmful practices and to assist members when disputes arise over enforcement of contracts or the collection of royalties.

●

Southern California Broadcasters' Association, Inc.

542 S. Broadway, Los Angeles 13, Calif.
Michigan 8654

OFFICERS

President .....Lawrence W. McDowell
(KFOX, Long Beach)
Secretary-Treasurer .....Harry Maizlish
(KFWB, Los Angeles)
Chairman, Exec. Comm.....Van C. Newkirk
(KHJ, Hollywood)
Dir. Radio Coordination.....Ethel M. Bell

FUNCTIONS

Membership of the Southern California Broadcasters' Association is composed of 30 southern California stations and 4 networks, represented in each case by its manager or senior executive. Meetings are devoted to discussion of industry problems, such as ASCAP, BMI, labor, engineering, code of ethics, agency recognition, coordination with governmental agencies. civic activities, etc.

●

Sports Broadcasters Association (New York Chapter)

c/o Tom Slater, 1440 Broadway, New York, N. Y.
PEnnsylvania 6-8600

OFFICERS

President .....Stan Lomax
Vice-President .....Ted Husing
Vice-President .....Bert Lee
Treasurer .....Marty Glickman
Secretary .....Tom Slater

FUNCTIONS

It is the object of the Sports Broadcasters Association to promote the standard of the profession of sports broadcasting among its members and to disseminate sports information to its members through a regular weekly luncheon. Membership is restricted to any male person who is actively engaged in the profession of sports broadcasting whether as an announcer, commentator or writer.

●

Television Press Club

Temporary Address:
Office of the Organizational Chairman: Richard W. Hubbell, 30 Rockefeller Plaza, 11th floor, New York 20, N. Y.
Circle 6-0200

ORGANIZATIONAL COMMITTEE

A. W. Bernsohn, "Click"; Joseph Guilfoyle, "Wall Street Journal"; Richard W. Hubbell, television author

and consultant; Hermine Isaacs, "Theatre Arts"; Ben Kaufman, RADIO DAILY; Stanley Kempner, "Retailing Home Furnishings"; T. R. Kennedy, Jr., "The New York Times"; Wanda Marvin, "The Billboard"; Mike Wear, "Variety," R. Bruce Lee, "The Christian Science Monitor," and Lewis Winner, "Communications."

FUNCTIONS

A non-profit, unsponsored organization, this informal group was formed in 1944. Membership is limited to the professional television press—writers covering tele for newspapers, magazines, the trade press, books, films and radio. Purpose is to foster the sound development of television by serving as a focal point for nembers of the tele press to meet regularly and discuss current trends. Prominent figures in television are invited as guest speakers for the monthly luncheon meetings.

•

Twenty Year Club

167 East 64th St., New York, N. Y.
REgent 4-3344

Founder .....H. V. Kaltenborn

FUNCTIONS

The Twenty Year Club is an Honor Roll of men and women who have been asscciated with radio for twenty years. There are no dues, fees, officers, regular meetings or other obligations. A year-book is published annually.

•

United States Department of Interior—Radio & Television Section

Interior Department Radio Studios, Washington, D. C.
Republic 1820

PERSONNEL

Director.....Shannon Allen
Chief Script Writer.....Louis J. Hazam
Chief Engineer.....Henry P. Meisinger

FUNCTIONS

The Radio & Television Section of the Interior Department reports the functions and services of the offices and bureaus of the Department using all forms of radio and transcription production; serves all agencies of the Federal government through its studios and transcription production facilities.

•

Radio Sub-Committee, War Activities Committee, Motion Picture Industry—Hollywood Branch

5504 Hollywood Blvd., Hollywood, Calif.
Phone, GL 6111.

MEMBERS

Daniel Danker, J. Walter Thompson Co.; William Forbes, Columbia Broadcasting System; Don Gilman, National Broadcasting Co.; Donald W. Thornburgh, Columbia Broadcasting System.

FUNCTIONS

This sub-committee assists the War Activities Committee-Motion Picture Industry-Hollywood Branch in radio matters in coordinating production. The main committee is the official production body to whom all requests for governmental and private agencies should go.

•

Washington State Association of Broadcasters

207 East Market St., Aberdeen, Wash.
Aberdeen 4098

OFFICERS

President.....Harry R. Spence
(KXRO, Aberdeen)
Vice-President.....Rogan Jones
(KVOS, Bellingham)
Secretary-Treasurer.....Robert Priebe
(KRSC, Seattle)

FUNCTIONS

The Washington State Association of Broadcasters is an organization formed for the mutual protection, the exchange of commercial ideas and the education of its members in matters pertaining to radio.

•

Western Association of Broadcasters

C/o Radio Station CFRN, 109 C.P.R. Bldg.,
Edmonton, Alberta, Canada
Telephone 22101

OFFICERS

President .....G. R. A. Rice
(CFRN, Edmonton, Alberta)

DIRECTORS

Alberta: Bert Cairns, CFAC, Calgary; Manitoba: Roy Wright, CFAR, Flin Flon; Saskatchewan; Lloyd Moffatt, CKBI, Prince Albert.

CANADIAN ASSOCIATION OF BROADCASTERS DELEGATES

G. R. A. Rice, CFRN, Edmonton, Alberta; A. A. Murphy, CFQC, Saskatcon, Saskatchewan; G. Gaetz, CJRC, Winnipeg, Manitoba; R. White, CFJC, Kamloops, British Columbia.

FUNCTIONS

Western Asscciation of Broadcasters is a regional trade association of broadcasting stations west of the Great Lakes, closely affiliated with the Canadian Association of Broadcasters. It is virtually a western division of the latter organization, as majority of members are in both associations.

•

Woman's National Radio Committee

113 West 57th St., New York 19, N. Y.
Circle 7-4110

OFFICERS

Chairman.....Mme. Yolanda Mero-Irion
Vice-Chairman.....Mrs. D. Leigh Colvin
Second Vice-Chairman.....Mrs. Marion M. Miller
Secretary.....Miss Helen Havener
Treasurer.....Mrs. M. D. Jackson
Executive Secretary.....Mrs. Rosalie Wolf
Members-At-Large.....Mrs. Sidonie M. Gruenberg, Mrs. Samuel Kubie, Mrs. Mary F. Larkin, Mrs. Marion M. Miller, Mrs. Emory Ross, Mrs. Stanley Woodward, Mrs. Jesse M. Bader.

FUNCTIONS

This committee has for its purpose to raise the standard of radio programs for adults, young people and children by: (1) retaining on the air the finer type of program; (2) removing objectionable features; (3) improving advertising content of broadcasts; (4) encouraging the production and presentation of more fine programs, worthwhile from the educational, cultural and entertainment viewpoint.

•

Writers' War Board

122 E. 42nd St., New York 17, N. Y.
MUrray Hill 3-6800

OFFICERS

Chairman .....Rex Stout

EXECUTIVE BOARD

Franklin P. Adams, Carl Carmer, Robt. T. Calwell, Russel Crouse, Clifton Fadiman, Paul Gallico, Jack Goodman, Samuel Grafton, Oscar Hammerstein II, Rita Halle Kleeman, Robert J. Landry, Margaret Leech, John P. Marquand, Katherine Seymour, William L. Shirer, Luise Sillcox.

FUNCTIONS

The Writers' War Board serves as liaison between the writers of America and government agencies wishing to obtain written work that will directly, or indirectly, help to win the war; and to place with the proper government department ideas or pieces of writing which have been submitted by writers to the Board and approved by them.

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

As of January 1, 1944

Call Letters	*Institutions*	*Address*	*Director*
KFJM	Univ. of N. Dakota	Grand Forks, N. D.	D. R. Jenkins
KFKU	Univ. of Kansas	Lawrence, Kansas	Harold G. Ingham
KOAC	Oregon State College	Corvallis, Oregon	Allen Miller
KWLC	Luther College	Decorah, Ia.	Karl Hanson
KWSC	State College of Wash.	Pullman, Wash.	
WBAA	Purdue University	Lafayette, Ind.	Gilbert D. Williams
WBEZ	Chicago Radio Council	Chicago, Ill.	George Jennings
WCAL	St. Olaf College	Northfield, Minn.	David Johnson
WCAT	S. Dakota School of Mines	Rapid City, S. D.	C. M. Rowe
WHCU	Cornell University	Ithaca, N. Y.	Michael R. Hanna
WHA	Univ. of Wisconsin	Madison, Wis.	H. B. McCarty
WHAZ	Rensselaer Poly.	Troy, New York	W. J. Williams
WILL	Univ. of Illinois	Urbana, Ill.	Jos. F. Wright
WNAD	Oklahoma University	Norman, Okla.	Virginia Hawk
WNYC	City of New York, Municipal Broadcasting System	New York, N. Y.	M. S. Novik
WOI	Iowa State College	Ames, Iowa	W. I. Griffith
WOSU	Ohio State University	Columbus, Ohio	R. C. Higgy
WRUF	Univ. of Florida	Gainesville, Fla.	Garland Powell
WSAJ	Grove City College	Grove City, Pa.	H. W. Harmon
WSUI	State Univ. of Iowa	Iowa City, Iowa	Carl Menzer
WRUL & WRUW	World Wide Broadcasting Foundation	Boston, Mass.	Walter S. Lemmon
WTAW	Texas A. & M.	College Station	J. J. Woolket

Associate Members

	University of Kentucky	Lexington, Ky.	Elmer G. Sulzer
	University of Michigan	Ann Arbor, Mich.	Waldo Abbot
	Syracuse University	Syracuse, N. Y.	Kenneth G. Bartlett
	Western State Teachers College	Kalamazoo, Mich.	Wallace L. Garneau
	Indiana University	Bloomington, Ind.	Lee Norvelle H. J. Skornia
	Detroit Public Schools	Detroit, Mich.	Kathleen Lardie
	University of Minnesota	Minneapolis, Minn.	Burton Paulu
	University of Minnesota	Minneapolis, Minn.	E. W. Ziebarth
KIRO		Seattle, Wash.	Kenneth Yeend

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

FCC LIST OF NON-COMMERCIAL EDUCATIONAL BROADCAST STATIONS

Licensee and Location	*Call Letters*	*Frequency (Kc)*	*Power*
Board of Education of Buffalo, Buffalo, N. Y.	WCAH	42900	1000 w
Board of Education of San Francisco, Unified School District, San Francisco, Calif.	KALW	42100	1000 w
Board of Education, City of Chicago, Chicago, Ill.	WBEZ	42500	1000 w
University of Illinois Urbana, Ill.	WIUC	42900	250 w
University of Kentucky, Beattyville, Ky.	WBKY	42900	100 w
Board of Education, City of New York, Brooklyn, N. Y.	WNYE	42100	1000 w
Cleveland City Board of Education, (Charles H. Lake, Superintendent) Cleveland. Ohio	WBOE	42500	1000 w

FCC REGULATIONS

The term "non-commercial educational broadcast station" means a station licensed to an organized non-profit educational agency for the advancement of its educational work and for the transmission of educational and entertainment programs to the general public.

Operation and Service

The operation of, and the service furnished by, non-commercial educational broadcast stations shall be governed by the following regulations:

(a) A non-commercial educational broadcast station will be licensed only to an organized non-profit educational agency and upon a showing that the station will be used for the advancement of the agency's educational program particularly with regard to use in an educational system consisting of several units.

(b) Each station may transmit programs directed to specific schools in the system for use in connection with the regular courses as well as routine and administrative material pertaining to the school system and may transmit educational and entertainment programs to the general public.

(c) Each station shall furnish a non-profit and non-commercial broadcast service. No sponsored or commercial program shall be transmitted nor shall commercial announcements of any character be made. A station shall not transmit the programs of other classes of broadcast stations unless all commercial announcements and commercial references in the continuity are eliminated.

Power Requirements

The operating power of non-commercial education broadcast stations shall be not less than 100 watts or greater than 1000 watts unless a definite need for greater power is shown.

The transmitter of each non-commercial educational broadcast station shall be equipped with automatic frequency control apparatus so designed and constructed that it is capable of maintaining the operating frequency within plus or minus 0.01 percent of the assigned frequency.

Non-commercial educational broadcast stations are not required to operate on any definite schedule or minimum hours.

The transmitting equipment, installation, and operation as well as the location of the transmitter shall be in conformity with the requirements of good engineering practice as released from time to time by the Commission.

Frequencies Allotted

The following frequencies are allotted for assignment to non-commercial educational broadcast stations:

42,100 kc.	42,300 kc.
42,500	42,700
42,900	

Stations serving the same area will not be assigned adjacent frequencies.

Frequency modulation shall be employed exclusively unless it is shown that there is a special need for the use of amplitude modulation.

Only one frequency will be assigned to a station.



TELEVISION



A Look at What Has Gone Before and a Preview of the Developments to Come

Television
Is Important
In The War Effort

Its Coming
Possibilities
Are Tremendous

For Television
Developments
Read
Radio Daily
Regularly

TELEVISION TODAY AND TOMORROW

By Ben Kaufman

Staff Writer, RADIO DAILY

TOTAL war has failed to blot television from the horizon. In fact, technological improvements by the armed forces have opened up shining post-war vistas for the 15-year-old electronic prodigy. Coupled with growing demand, the new medium awaits only the peace to swell the quota of employment and entertainment in our time.

Progress of post-war television was generally interpreted in March, 1944, as dependent on the precocious fledgling's eventual place in the spectrum. Allocation problems were then being mulled by the Radio Technical Planning Board, whose recommendations were expected to be signposts for future action by the Federal Communications Commission.

Frequency Problems

Opinion was divided as to whether television would benefit from being moved to the higher frequencies. Many telecasters indicated that such a change would delay the development of the new art. Another problem for the tele broadcaster was posed by the demands of commercial frequency-modulation interests for a greater number of channels. Granting of the FM requests by the FCC, the tele group largely believed, would drive television farther up in the spectrum to frequencies, which tele engineers were unable to use for sight-and-sound broadcasting.

Forerunner of the RTPB was the National Television Systems Committee. This independent organization was formed in 1940 under the sponsorship of the Radio Manufacturers Association with the blessing of the FCC. Purpose of the Committee was to settle the chaotic condition of independent television systems and resolve them into a universal set of standards. Adoption of the NTSC's recommendations for commercial standards by the FCC gave television the green light. The Committee's work, which was overcast by U. S. entry into the war, planted the thought that resulted in the formation of the RTPB.

Intensive preparations for almost a year preceded the launching of the Planning Board in September, 1943. Originally sponsored by the Institute of Radio Engineers and the Radio Manufacturers Association, the RTPB in March, 1944, consisted of representatives from 16 sponsoring non-profit organizations. Acting in the same manner as a board of directors, the Planning Board supervised the work of 13 panels to which engineers were nominated by top companies in the radio industry. At that time the work of the RTPB involved more than 125 companies and a personnel of about 450. Of the Board's panels, the television panel then had six subcommittees. Recommendations of the tele unit were scheduled to be submitted to the RTPB, which was to report its findings, on request, to the FCC, other governmental agencies and industrial and professional organizations.

Television Organizes

Significant, too, was the formation in January, 1944, of the Television Broadcasters Association, Inc. After several months of organizational preliminaries, telecasters, advertising agencies and equipment companies banded together at a meeting in Chicago's Palmer House to promote the development of television broadcasting.

Establishment of TBAI was envisioned as a prelude to the post-war growth of large-scale television. Eligibility for voting memberships was restricted to tele broadcasters, construction-permit holders and active applicants for licenses. Non-voting members were to consist of all others interested in television.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

A TELEVISION SERVICE - -

Offering a Wealth of Unique and Valuable Material and Services for Present and Future Telecast Programming.

•

A COMBINATION OF LIVE SHOWS and FILM PROGRAMS OFFERING EXCEPTIONAL PRODUCTION VALUE

•

A Large Sound Proof Studio Fully Equipped with Material for Building Sets for the Production and Telecasting of Live Shows.

•

A Production Department Producing Pictures for Advertisers Who Plan to Use Television Commercially

ADVANCE TELEVISION PICTURE SERVICE, Inc.

Telephone: BRyant 9-5600

729 SEVENTH AVENUE NEW YORK CITY

TELEVISION HIGHLIGHTS—1943

(From the Files of RADIO DAILY)

A review of the past year's television events indicates the tremendous post-war possibilities of the sight-and-sound medium. Increasing momentum is evident from the upward surge of activity reported in the columns of RADIO DAILY, *especially during the last six months. The following pages contain the recorded highlights of the year in television.*

JANUARY

Jan. 10—Philco's Philadelphia tele outlet, WPTZ, resumed broadcasts after a seven-week absence from the spectrum since the closing of the football remotes from Franklin Field.

Jan. 14—Dr. Walter R. G. Baker, vice-president of General Electric in charge of electronics, told a luncheon session of the American Marketing Association in New York that it would take about ten years after the war for television to digest current developments.

Jan. 19—Robert B. Stone was reported new program manager of WRGB, GE tele unit in Schenectady, N. Y., succeeding John G. T. Gilmour, who resigned to accept a commission in the Army.

FEBRUARY

Feb. 9—Western Defense Area was reported to have instituted semi-weekly tele broadcasts over W6XYZ, Paramount-owned studio on the film-company lot, for the training of civilian-defense personnel. . . Listing of stockholders of Scophony Corp. of America revealed that two major film companies had bought into the new equipment firm—Paramount, through its subsidiary, Television Productions, Inc., and Twentieth Century-Fox, through General Precision Equipment Corp. . . Irvin Ray Baker, tele pioneer and head of RCA's broadcast transmitter sales, died at work in Camden, N. J.

Feb. 24—Arthur Levey, founder, director and major stockholder in Scophony, Ltd., was signed to a five-year contract as president of Scophony Corp. of America. . . FCC ruled that holders of construction permits for tele outlets might obtain licenses during the war to operate existing facilities on either an experimental or commercial basis, provided construction had reached a point where the station was capable of rendering a substantial service.

MARCH

Mar. 8—FCC Chairman James L. Fly forecast chain operation for tele by radio relay.

APRIL

Apr. 19—Government control over some of the more valuable tele patents, which had resulted from wartime experimentation, was predicted by FCC chief James L. Fly.

Apr. 20—Tele images in color and three dimensions were reported to have been produced in England since the war, according to John L. Baird, inventor.

MAY

May 5—Major part of televising will be spot-news broadcasting from scenes of action, even if broadcasters have to promote a sports event or two, stated Noran E. Kersta, manager of NBC's tele department. . . Experimental tele series for production staffs of ad agencies at W2XWV, Du Mont's New York studio, teed off before a large agency attendance.

May 13—Television must adequately develop a unique capacity in presenting something better than what exists today before it can establish the selling point of television, stated Worthington C. Miner, CBS tele official, in a published interview . . . Post-war tele expansion and the establishment of hundreds of television theaters were forecast by Will Baltin, program director of W2XWV, in an address before the American Television Society.

JUNE

June 2—Automatic radio-relay outlets were described as the key to network tele by Ralph R. Beal, research director of RCA Laboratories, in a speech before the Institute of Finance at the New York Stock Exchange.

June 4—Stockholders of Allen B. Du Mont Laboratories, Inc., voted to split up each share of Class-A common stock into ten shares of Class-A common, and each share of Class-B common stock into ten shares of Class-B common.

June 22—WOR, Mutual's New York outlet, arranged a production tie-up with Du Mont for a weekly one-hour telecast.

June 24—American Television Society notified General Electric that it will be presented with the Society's plaque for "the greatest contribution to television of the year," and similarly informed NBC that it will receive the award for "the greatest contribution to the use of television as a public service."

JULY

July 8—Local 802 of the American Federation of Musicians began an investigation of rates and working arrangements at W2XWV, New York, with a union exec. stating that the regular Class-A standard broadcast rates for single engagements applied to tele.

July 13—WOR, New York, inaugurated a regular one-hour weekly tele program over W2XWV, the Du Mont outlet, in lieu of its own facilities, application for which has been pending before the FCC since August, 1939.

July 21—New York afternoon papers played up the statement by Ralph R. Beal, RCA Lab.'s research director, that tele for family use would be ready immediately after the war.

July 29—Royal Crown Cola sponsored its first tele flyer, running about three minutes, on WRGB, Schenectady, General Electric's news bureau announced. . . Advertisers and ad agencies were seen as setting the rules for commercial presentation of tele after the war, Sam Cuff, of W2XWV, New York, told a meeting of the American Television Society.

AUGUST

Aug. 2—BBD&O scheduled three accounts to take part in a one-hour weekly telecast over WRGB, Schenectady. Clients were B. F. Goodrich Rubber Co., Lever Bros. (for Vimms) and Hamilton Watch Co.

Aug. 10—Seven new tele outlets would be built on the Coast in the post-war period, it was reported in a speech by William M. Boland, manager of General Electric's western-region electronics department, before the San Francisco Advertising Club. Plans, he said, called for three transmitters in San Francisco and four in the Los Angeles area.

Aug. 17—Lower-priced tele receivers after the war were predicted by Paul L. Chamberlain, of General Electric, due to manufacturing experience gained in wartime production of electronic equipment.



TOM BRENAMAN

•

BREAKFAST AT SARDI'S

over

THE BLUE NETWORK

Aug. 19—Arthur Levey, president of Scophony Corp. of America, said that the skiatron method of tele would be developed in this country by his company in addition to the supersonic method controlled by Scophony.

Aug. 23—Post-war expansion of NBC tele was announced by Niles Trammell, the network's president, with the appointment of a special committee to keep abreast of such activities. Committee consisted of: John Royal, vice-president in charge of the international, shortwave and tele divisions, chairman; William S. Hedges, vice-president in charge of stations; O. B. Hanson, vice-president and chief engineer, and Clarence L. Menser, vice-president and manager of the program department. John T. Williams, assistant to Noran Kersta, now in the Marines, was named secretary.

Aug. 30—Cheaper tele receivers covering greater distances, and including color, were forecast for the post-war period by Gilbert Seldes, CBS tele program chief, in a recent interview at Montreal before he sailed on a vacation cruise.

SEPTEMBER

Sept. 7—New musicians' scale for tele was reported in effect by the AFM on orders of James C. Petrillo, international president. Rates were announced as $18 per man for broadcasts of one hour or fraction thereof, and $6 for similar rehearsal periods, with the leader's fee double these amounts—all services figured on a single-engagement scale.

Sept. 13—Nat Wolff, West Coast chief of the OWI Radio Bureau, was reported to have resigned to join M-G-M as head of the film company's new tele department.

Sept. 14—Post-war planning committee was established by the American Television Society to work with the Radio Technical Planning Board and to make recommendations to the FCC, tele manufacturers and operators.

Sept. 16—Columbia Concerts, Inc., announced the appointment of Walter Preston as director of the agency's radio-television department.

Sept. 21—Farnsworth Television and Radio Corp. was reported to have received WPB authorization for expanding its engineering, laboratory and manufacturing facilities at a cost of about $250,000.

Sept. 21—Two basic patents involving large-scale tele, both in black-and-white and natural color, were granted to Scophony Corp. of America, according to Arthur Levey, president of SCA.

Sept. 24—Botany Worsted Mills, one of NBC's pioneer tele commercials, was reported to have resumed on WNBT, New York, after having been off the outlet for a year and a half due to the station's cut in time schedule from 15 to four hours weekly.

OCTOBER

Oct. 3—Practical use of tele as an aid to police detection was demonstrated for the first time when the Missing Persons Bureau of the New York City Police Department flashed pictures of missing people over W2XWV, the Du Mont tele outlet in Gotham.

Oct. 12—Arrangements were completed by NBC to pick up major sports events and other spectacles from Madison Square Garden for the enjoyment of hospitalized servicemen in the metropolitan area. Receivers were installed by the web in service hospitals.

Oct. 14—Tele set survey was reported under way by NBC within the range of WNBT, New York.

Oct. 18—RKO Corp. appointed Ralph B. Austrian, a former assistant vice-president of RCA Manufacturing Co., Inc., to make a survey of the tele and radio fields.

Oct. 22—Klaus Landsberg, tele director of W6XYZ, subsidiary of Paramount Pictures in Hollywood, Calif., was reported urging post-war tele planning at the convention of the Society of Motion Picture Engineers in the film capital. Television would encounter difficulties in moving to higher frequencies, he emphasized.

Oct. 25—NBC televised the eighteenth annual world-championship rodeo from Madison Square Garden, New York.

NOVEMBER

Nov. 4—Theater tele was forecast as a post-war certainty by Ewell K. Jett, chief engineer of the FCC. Its main function, he added, would be to report special events, such as football games or other spectacles, rather than replace the motion picture. . . Telecast of a special ten-page edition of the Albany (N. Y.) "Times-Union" was presented by General Electric over WRGB, Schenectady, before a jury of 50 press representatives. Show alternately reproduced printed page and tele enactment.

Nov. 9—Three-color tele process was patented by Dr. E. F. W. Alexanderson, veteran consulting engineer for General Electric and inventor of the Alexanderson alternator, which put the voice in radio.

Nov. 10—Tele was given trade impetus at the joint meeting of the American Television Society and the New York Advertising Club in the latter's headquarters. Advertisers, agency executives, tele broadcasters, equipment and film company representatives heard speeches by key figures and witnessed a demonstration of the art.

Nov. 15—American Television Society declined an invitation of membership in the Radio Technical Planning Board. Major reason given by ATS in a letter to Dr. Walter R. G. Baker, RTPB chairman, was that the primary obstacles which tele must surmount

were not of a technical nature at this time, inasmuch as technical development was far ahead of programming knowledge and experience.

Nov. 16—Blue Network affiliates in major cities were advised to file for tele licenses at the web's Chicago meeting of station owners and managers. The network, it was announced, would shortly apply for tele and FM licenses in New York, Chicago, Los Angeles and San Francisco. . . Publication of a survey by RADIO DAILY indicated a high commercial potential in the post-war period for both tele and FM. Consensus chose tele as the important factor for long-range development, gave sponsored FM airings the edge for the period directly following the war.

Nov. 17—Operating condition of more than 80 per cent of 1,434 tele receivers, which were tabulated by NBC out of a total of about 5,000 in the New York area, was revealed as fair or better in the net's set survey made public by John T. Williams, manager of the tele department.

Nov. 19—Application for an experimental tele outlet in Salt Lake City was announced as filed with the FCC by KDYL, which was said to have been experimenting with RCA demonstration equipment for several years.

Nov. 29—Tele film was produced and televised in eight hours for the premiere of "The Voice of Firestone Televues," a half-hour commercial series over NBC's WNBT, New York. . . Dr. Palmer H. Craig, head of the University of Florida's electrical engineering department, announced his invention of a new system of tele broadcasting via standard radio channels.

DECEMBER

Dec. 1—Replacement of "B" film theater fare by tele was forecast by Gilbert Seldes, director of CBS tele programs, in a speech before the Dayton Kiwanis Club. The Columbia executive also stated that it might take between five and 15 years following the war until tele could be put into every home. . . Television, like radio, would find its great fulfillment in the home, Clarence L. Menser, NBC vice-president in charge of programs, told the Public Relations Clinics of the United States Savings and Loan League in Chicago.

Dec. 7—Present FCC regulations imposed a strait jacket on the creation of tele networks by prohibiting ownership of more than three tele stations by any one company, Niles Trammell, NBC president, told the Senate Interstate Commerce Committee. NBC plans for post-war tele development, he disclosed, were to begin network operations in the East, with stations in Boston, New York, Philadelphia, Baltimore and Washington, then open a similar web on the Pacific Coast and others centering around Denver, Cleveland and other large cities. In order to carry out this plan, however, it would be necessary for NBC to own more than three tele outlets, since Trammell felt it essential that the network own the key station in each of these projected networks. . . Film transcription of one-reel serial installments for future tele use was revealed as a feasible project in an interview with Ralph B. Austrian, RKO tele and radio consultant.

Dec. 9—Classroom tele for Chicago schools was announced to have been planned on a weekly schedule over W9XBK, the Balaban & Katz outlet, by the Radio Council of Public Schools in the Windy City.

Dec. 10—Operation of 1,000 tele outlets and 25,000,000 receiving sets within the next ten years was predicted by O. B. Hanson, NBC v.-p. and chief engineer, in testimony before the Senate Interstate Commerce Committee. Theater tele was forecast by Hanson for early projection in black and white as a new medium for picking up events of great national interest at the source, and transmitting them through tele networks to theaters throughout the country. . . Modification of the FCC's three-station limitation on network tele ownership was urged by the American Television Society in a wire reported sent to Burton K. Wheeler, chairman of the Senate Interstate Commerce Committee.

Dec. 13—Official Marine Corps newsreel of the battle of Tarawa was televised over NBC. On the same program was the Army Signal Corps film of the historic Cairo Conference.

Dec. 15—Nationwide advertising campaign in behalf of NBC's telecast of the Tehran Conference film got under way in the New York press, with full-page layouts by RCA, the parent company. Prediction was made, in the copy, that great events of future years would be televised while they were happening.

Dec. 27—Tele receivers in the post-war period would sell from $200 to $300, according to the reported review of the year by David Sarnoff, RCA president. It might require a year after approval of standards, he said, and full authorization of commercialization of tele broadcasting by the FCC before tele sets were available within the $200-to-$300 range. However, he indicated, that the erection of transmitters, planning of interesting programs and construction of relay links were more than a one-year job.

Dec. 28—Plans were reported for the erection of powerful tele and FM stations on Cucamonga Peak, 9,000 feet above San Bernardino, Calif. Construction permits for the twin project to service more than five million people in California, Southern Nevada and Western Arizona were sought by the Broadcasting Corp. of America, operator of KPRO, Blue net outlet in Riverside.

THE PROBLEMS OF TELEVISION

By Paul Raibourn

Chairman, Postwar Planning Committee of Television Broadcasters Association, Inc.

THERE seems to be almost universal agreement on the prediction that 20 years from now use of television will have materially modified the way of life of all of us, particularly as to our amusements; perhaps as to our methods of education and probably as to those sources, such as newspapers, magazines, and radio broadcasting from which we form our impressions of what is going on in those portions of the world with which we are not in immediate contact. Even those who see little present possibility in television, speak glowingly on the fact that it will ultimately add another rich and useful medium to our existing forms of entertainment and education.

When one starts to put dates and places on the plan by which this television millenium is to be reached, one finds considerable difference of opinion among the experts as to when, how, and what with. These differences of opinion cover almost every phase of television. They do, however, fall into two classifications which are: 1, What standards and wave lengths should be used for broadcast television transmission? and 2, What commercial interests should be the ones to carry them out- Even these two are more or less inter-related.

Basic Problem

The real basic problem of broadcast television is, of course, the old one of which will come first, the chicken or the egg. This is the one about the public being unwilling to purchase large numbers of television sets at present prices until there is an ample and continuous supply of good programs, while on the other hand commercial interests will not sponsor and pay for good and expensive television programs until they are sure they will be listened to by an audience which will buy enough products to have made the effort worth while. It is the real problem of broadcast television and planning will not overcome it. Only action can hope to do so.

The argument about standards and wave lengths can best be exemplified by paraphrasing the arguments which have lately appeared in the public press.

FM or Television

The first important debate appears to be one as to whether frequency modulation or television shall have the wave lengths, roughly between 40 to 60 megacycles in frequency. The present ability to produce large amounts of power at these frequencies and the long distance transmitting ability which these waves encompass make them particularly valuable to those who have the right to use them for their own commercial purposes.

It also appears that as one goes up in frequency to about 100 megacycles that reflections from objects do play an important part in radio transmission at frequencies above this level of broadcast. Visual images have ghosts in them and broadcast sound transmissions often are either fuzzy or subject to echoes and resonance. These are caused by reflections from buildings and many other objects.

Distribution of Channels

The distribution of channels to various interested parties in the past has been largely determined by the apparatus and knowledge available at the time the allocation was made. Having made a con-

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

siderable investment in apparatus for a certain channel, commercial interests naturally oppose any changes.

The present state of our knowledge seems to indicate that from the technical standpoint there are a great many reasons why frequencies below one hundred megacycles should first be made available for broadcast use and that point to point communication should be above one hundred megacycles, because of present holders of various channels hopes that this engineers' Nirvana can be realized seem small.

On the other hand, there are interests claiming to represent the interests of the show business, and to be interested primarily in show values, that state the time has come when, television being fairly successful technically at present standards, we should put considerable improvement into the picture. They suggest that finally such improvement in quality, including color, will be made so why have the public buy sets on any basis but the most perfect? The public will know it, so goes the argument, and television will be chopping off its own head by premature selling of an inferior type of result. After the public has bought because of the novelty, interest will lag and television will be back in the doldrums. They say wide bands for television should be provided above the 300 megacycles range.

Public Interest

This public interest theory is simple in that it says that John Q. Public deserves the best and that until it is available, nothing should be sold to him. Such an attitude has considerable altruistic merit but it takes only a moment of careful thought to realize that we would still be talking about having automobiles and electric refrigerators and even radios under such a theory. Another and paramount objection is that no one has been as yet able to produce sufficient power for satisfactory broadcast at these frequencies.

It would seem, out of all this discussion, a fair prediction that engineering groups, the majority of whose members are associated with interests connected with the radio industry, will recommend standards closely approximating those now in use for commercial broadcast television. What the requirements of public and international interest will do to these recommendations are very difficult to determine until discussion has taken place with those representing such interests.

Commercial Interest

The second question, i.e., that of what commercial interests should work with broadcast television, seems even more complicated.

There is probably one basis on which some intelligent guesses can be made. Present knowledge and actual active interest in television beyond the conversational stage is limited to the radio industry and one motion picture company. The additional logical candidates for activity are other motion picture companies, newspapers, magazines, legitimate stage groups, and educational institutions. The part that these groups will play depends on how rapidly the present radio industry makes broadcast television a commercial success and develops a satisfactory pattern of operation. The longer such developments are delayed the more likely is it that these sources of programs will have absorbed possible physical facilities and radio spectrum.

No matter how broadcast television starts it is going to have plenty of ups and downs, but unless it is started on the road, and the first use is attained, it is doubtful if enough of the way will be clear to warrant the economic venture of trying to attain the next farther objective.

TELEVISION BROADCASTERS ASSOCIATION, INC.

•

Executive Office

500 Fifth Avenue, New York 18, N. Y.
LAckawanna 4-4788

Office of the Vice-President

Don Lee Broadcasting System
5515 Melrose Avenue, Hollywood, Calif.; Hollywood 8111

•

Officers

President ..... Allen B. Du Mont
Vice-President ..... Lewis Allen Weiss
Secretary-Treasurer ..... Will Baltin
Assistant Secretary-Treasurer (Provisional) ..... J. R. Poppele

Directors

F. J. Bingley, Philco Corp.; Allen B. Du Mont, Allen B. Du Mont Laboratories, Inc.; Robert L. Gibson, General Electric Co.; O. B. Hanson, NBC; E. A. Hayes, Hughes Tool Co.; C. W. Mason, Earle C. Anthony, Inc.; Worthington Miner, CBS; Paul Raibourn, Television Productions, Inc.; Lewis Allen Weiss.

Functions

Founded Jan. 1944, as a non-profit organization of television broadcasters and others engaged in any business directly connected with television broadcasting. Objects, as stated in the by-laws, are "to foster and promote the development of the art of television broadcasting; to protect its members in every lawful and proper manner; to foster, encourage and promote laws, rules, regulations, customs and practices which will be in the best interest of the public; to protect the interests of the members of the Association by opposing the enactment or adoption of any laws, rules, regulations, customs or practices which would discriminate against or in any way injure the members of this Association."

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

TELEVISION
BROADCASTING STATIONS

As of January 1, 1944

The term "television broadcast station" means a station licensed for the transmission of transient visual images of moving or fixed objects for simultaneous reception and reproduction by the general public.

Commercial

Licensee and Location	Call Letters	Frequency (kc)	ESR (Effective Signal Radiated)	
Balaban & Katz Corp. Chicago, Ill.	WBKB	60000-66000 Ch. 2	550	Condl. Cl.
Columbia Broadcasting System, Inc. New York, N. Y.	WCBW	60000-66000 Ch. 2	1000	
Don Lee Broadcasting System Hollywood, Calif.	KTSL	50000-56000 Ch. 1	5600	(CP only)
General Electric Co. Schenectady, N. Y. Transmitter: New Scotland, N. Y.	WRGB	66000-72000 Ch. 3	3100	S.A. rebroadcast WNBT aural and location announcements
The Journal Co. Milwaukee, Wisc.	WMJT	66000-72000 Ch. 3	1200	(CP only)
National Broadcasting Co. New York, N. Y.	WNBT	50000-56000 Ch. 1	1800	
Philco Radio & Television Corp. Philadelphia, Pa. Transmitter: Springfield Twp., Pa.	WPTZ	66000-72000 Ch. 3	500	
Zenith Radio Corp. Chicago, Ill.	WTZR	50000-56000 Ch. 1	1270	(CP only)

Pending Commercial Applications

Licensee and Location	Call Letters	Frequency (kc)	POWER Visual	POWER Aural
Hughes Production Division of Hughes Tool Co. San Francisco, Calif.	——	60000-66000	740	
Hughes Productions Division of Hughes Tool Co. Los Angeles, Calif.	——	60000-66000	500	
WCAU Broadcasting Co. Philadelphia, Pa.	——	84000-90000	1128	

Experimental

Licensee and Location	*Call Letters*	*Frequency (kc)*	*POWER Visual*	*Aural*
Balaban & Katz Corp. Chicago, Ill.	W9XBK	60000-66000 Ch. 2	4 kw	2 kw
Balaban & Katz Corp. Portable—Area of Chicago, Ill.	W9XBT	204000-216000 Ch. 11 & 12 (Television Relay Station with W9XBK)	40 w	
Balaban & Katz Corp. Portable—Area of Chicago, Ill.	W9XBB	384000-396000 (Television relay station with W9XBK)	10 w	
Balaban & Katz Corp. Chicago, Ill.	W9XPR	384000-396000	10 w	
Columbia Broadcasting System, Inc. Portable—Area of New York, N. Y.	W2XCB	346000-358000 (Television relay station with WCBW)	25 w (peak) (CP only)	
The Crosley Corp. Cincinnati, Ohio	W8XCT	50000-56000 Ch. 1	1000 w	1000 w (CP only)
Allen B. DuMont Laboratories, Inc. Passaic, N. J.	W2XVT	78000-84000 Ch. 4	50 w	50 w
Allen B. DuMont Laboratories, Inc. New York, N. Y.	W2XWV	78000-84000 Ch. 4	1000 w	1000 w
Allen B. DuMont Laboratories, Inc. Portable—Area of New York, N. Y.	W10XKT	258000-270000 Ch. 15, 16 (Television relay station with W2XVT)	50 w	
Allen B. DuMont Laboratories, Inc. Washington, D. C.	W3XWT	50000-56000 Ch. 1	1000 w	1000 w (CP only)
General Electric Co. New Scotland, N. Y. S.A. Relay to WRGB	W2XI	162000-168000 Ch. 8 (Television relay station with WRGB)	50 w Peak	
General Electric Co. Schenectady, N. Y.	W2XGE	162000-168000 Ch. 8 (Television relay station with WRGB)	60 w Peak	50 w
Don Lee Broadcasting System Los Angeles, Calif.	W6XAO	50000-56000 Ch. 1	1000 w	150 w
Don Lee Broadcasting System Portable—Area of Los Angeles, Calif.	W6XDU	318000-330000 (Television relay station with W6XAO)	6.5 w	50 w
Metropolitan Television, Inc. New York, N. Y.	W2XMT	162000-168000 Ch. 8	50 w Peak	50 w (CP only)

Licensee and Location	Call Letters	Frequency (kc)	POWER Visual	POWER Aural
National Broadcasting Co., Inc. Portable—Area of New York, N. Y.	W2XBT	162000-168000 Ch. 8 (Television relay station with WNBT)	400 w	
National Broadcasting Co., Inc. Portable—Area of New York, N. Y.	W2XBU	282000-294000 Ch. 17 & 18 (Television relay station with WNBT)	15 w	
Philco Radio & Television Corp. Springfield Twp., Penna. S.A. Rebroadcast Program of WNBT	W3XE	66000-72000 Ch. 3	10000 w Peak	11000 w
Philco Radio & Television Corp. Portable—Area of Philadelphia, Pa.	W3XP	230000-242000 Ch. 13 & 14 (Television relay station with W3XE)	15 w	
Philco Radio & Television Corp. Portable—Area of Philadelphia, Pa.	W3XPR	230000-242000 Ch. 13 & 14 (Television relay station with WPTZ)	60 w (peak)	
Philco Radio & Television Corp. Portable—Mobile Area of Philadelphia, Pa.	W3XPA	230000-242000 Ch. 13 & 14 (Television relay station with WPTZ and W3XE)	15 w	
Philco Radio & Television Corp. Philadelphia, Pa.	W3XPC	230000-242000 Ch. 13 & 14 (Television relay station with WPTZ and W3XE)	15 w	
Purdue University West Lafayette, Ind.	W9XG	66000-72000 Ch. 3	750 w	750 w (CP only)
State University of Iowa Iowa City, Iowa	W9XUI	50000-56000 Ch. 1 & 12 210000-216000	100 w	
Television Productions, Inc., Portable-Mobile Area of Los Angeles, Calif	W6XLA	204000-216000 Ch. 11 & 12 (CP only, television relay station with W6XYZ)	100 w Peak	
Television Productions, Inc. Los Angeles, Calif.	W6XYZ	78000-84000 Ch. 4	4 kw Peak	1000 w
Zenith Radio Corp. Chicago, Ill.	W9XZV	50000-56000 Ch. 1	1000 w	1000 w

COMMERCIAL TELEVISION STATIONS

PERSONNEL • FACILITIES • ACTIVITIES

WBKB

CHICAGO

CHANNEL 2

Frequency.....60000-66000 Kc.
Power.....4 Kw.; 2 Kw.
Effective Signal Radiated.....796
Owned-Operated By....Balaban & Katz Corp.
Business Address.....190 N. State St.
Phone Number.....Franklin 5025
Transmitter & Antenna Location. 190 N. State St.
Time on the Air: Monday and Wednesday, 3:00 to 4:00 p.m.; Tuesday, Thursday and Friday, 7:15 to 9:00 p.m.

Personnel

Chief Engineer.....A. H. Brolly
Four Technicians
Program Director.....Helen Carson
Ten Girls in the Program Department Who Operate Cameras and All Equipment.

FACILITIES

One studio, three camera chains (two for live talent and one for film), one mobile unit for outdoor pickups (not being used for the duration).

ACTIVITIES

News, fashion shows, sports (indoor) such as judo, fencing, boxing; dramatic shows; musical comedies; operettas; music and variety acts such as ventriloquists, puppets, marionettes, magicians, etc.; quiz shows; educational: lessons in dancing, Spanish, exercises for health and beauty.

•

WTZR

CHICAGO

CHANNEL 1

Frequency: 50000-56000 Kc.; Power: Sight and Sound, 4500 Watts
Effective Radiated Signal.....1270
Owned-Operated By.....Zenith Radio Corp.
Business-Studio Address....6001 Dickens Ave.
Phone Number.....Berkshire 7500
Transmitter & Antenna Location....135 S. La Salle St.
Time on the Air.....Unlimited license

Personnel

President.....E. F. McDonald, Jr.
Asst. Vice-President.....J. E. Brown

•

KTSL

LOS ANGELES (HOLLYWOOD)—

EST. 1931

CHANNEL 1

Frequency.....50000-56000 Kc.
Power: Sight, 4000 Watts; Sound, 2000 Watts
Effective Signal Radiated.....5600
Owned-Operated By.....Don Lee Broadcasting System
Business-Studio Address.....3800 Mount Lee Drive
Phone Number.....HOllywood 8255
Transmitter & Antenna Location....3800 Mount Lee Drive
Time on the Air: Alternate Mondays, 7 to 10 p.m.

Personnel

President.....Thomas S. Lee
Vice-President and General Manager, Lewis Allen Weiss
Director of Television.....Harry R. Lubcke
Assistant Director of Television, Harold W. Jury
Television Engineer.....William S. Klein
Television Engineer.....Gilbert P. Wyland
Television Engineer.....Joseph N. Dean
Television Engineer.....Fred W. Mueller
Television Producer.....Jack Stewart
Film Director.....Marjorie Campbell
Building Superintendent.....Paul Marshall

FACILITIES

SYSTEM IN USE: 525 line 30-60 frame F.C.C., Standard, all electronic cathode-ray. Horizontal Polarization. Three Studio Cameras and film equipment. Two cameras of Orthicon type. Complete 100 ft. square two story television building housing one 100 ft. x 60 ft. x 30 ft. television stage, one 46 ft. x 26 ft. x 16 ft., stage, monitor, film, transmitter, makeup, and lounge rooms, offices, shop, transformer vaults, etc. Three hundred foot tower, antenna elevation 2000 ft.

K6XDU (experimental television relay station operating with KTSL) operates on 324 megacycles and is a beam relay type television transmitter used for outside pickups.

DEVELOPMENTS of 1943: W6XAO (experimental call letters of KTSL).

An uninterrupted schedule of television programs has been maintained during 1943, largely directed to bolster public morale in the War Effort. Specially written and produced dramas have been televised with living actors in the interests of the Red Cross Blood Donor appeals, War Bonds, USO entertainment and many others. Vaudeville shows have also been televised in which well-known Hollywood talent has appeared.

The Pasadena Community Playhouse and other organizations have presented plays such as Ibsen's "Master Builder," "Alice in Wonderland" and others.

Film subjects have included cartoons from Walt Disney and others, OWI war films, shorts, musicals, and occasionally a feature.

RECEIVERS: There are some 400 television receivers in the service area of W6XAO, some as far as Pomona at 35 miles away, a number in Long Beach at 25 miles away and many in cities at lesser distances. The predominant commercially manufactured television receiver is the TRK12 or 120 of RCA. There are some RCA TRK9, and approximately 50 TT5 RCA television receivers. A number of the latter are operating satisfactorily in Long Beach at 25 miles from W6XAO. Other commercially manufactured television receivers are the local Gilfillan G12 which is an equivalent to the RCA TRK12 and utilizes a 12-inch cathode ray tube, some Dumont 12 and 20-inch tube television receivers, the General Electric 12's and 9-inch receivers, and the Stromberg-Carlson and Stewart-Warner 12 and 9-inch receivers.

WMJT
MILWAUKEE

CHANNEL 3
(C. P. Only)

Frequency: 66000-72000 Kc.; Power: Sight, 4180 Watts; Sound, 3350 Watts

Effective Radiated Signal.....1200

Owned-Operated By.....The Journal Co.

Business-Studio Address.....720 East Capitol Drive

Phone Number.....Marquette 6000

Transmitter & Antenna Location.....720 East Capitol Drive

•

WCBW
NEW YORK CITY

CHANNEL 2

Frequency: 60000-66000 Kc.; Sight, 61250; Sound, 65700

Owned-Operated By...Columbia Broadcasting System

Business Address.....485 Madison Ave.

Phone Number.....WIckersham 2-2000

Studio Address.....15 Vanderbilt Ave.

Transmitter & Antenna Location.....Chrysler Building

Time on the Air: 4 hours (or more) weekly

Personnel

Manager.....Worthington Miner

Program Director.....Gilbert Seldes

Chief Engineer.....Dr. Peter C. Goldmark

ACTIVITIES

With production of equipment halted during the National Emergency, the development of Television was suspended, pending the freeing of production facilities. Station WCBW reduced its broadcasting periods to a total of four hours a week. The studio and equipment which were previously used for full scale broadcasts of 15 hours a week were maintained and further improvements made. Technical experiments continued, though a major part of the CBS Television engineering staff devoted its time to Government work.

Now that more channels can be made available to Television in the higher frequencies, Columbia Broadcasting states that it looks forward with optimism to the time when reallocation of band widths and frequencies will offer Television the sound and healthy surroundings necessary for its full development.

WNBT

NEW YORK CITY

CHANNEL 1

Frequency: 50000-56000 Kc. (Sight, 51250; Sound, 55750); Power: Sight, 5000 Watts; Sound, 3250 Watts
Effective Signal Radiated.....1800
Owned-Operated By.....National Broadcasting Co.
Business Address.....30 Rockefeller Plaza
Phone Number.....CIrcle 7-8300
Studio Address.....30 Rockefeller Plaza
Transmitter and Antenna Location.....Empire State Bldg.
Time on the Air: Full time commercial license

Personnel

Manager of Television Department
John T. Williams
Chief Television Engineer....Robert E. Shelby

ACTIVITIES

Limited in its activities by the shortage of engineering talent and the necessity to conserve existing equipment, NBC operated its television station throughout most of 1943 at the minimum of 4 hours weekly permitted by the FCC. This time was filled entirely by films. During the year, several advertisers continued to use television cartoons to promote their products.

Beginning in November, NBC expanded its program service by adding occasional pickups from Madison Square Garden. About fifty television sets, contributed by RCA, NBC, and General Electric were installed in hospital recreation rooms to permit the veterans to witness events that otherwise would have been denied them because of their hospitalization. Many of the programs have been re-telecast by WRGB, Schenectady, by direct overland pickup from the Empire State Building transmitter.

Early in 1944, NBC's television service was scheduled for further expansion by reopening studio 3-H for live productions. In a statement to affiliates outlining the Company's postwar television plans, President Niles Trammell revealed that network television will be a reality. Actual operation of the network, he said, will depend on the ability of the American Telephone & Telegraph Company to obtain necessary materials and labor for the installation of coaxial cables connecting major cities or on the erection of radio relay stations.

•

WPTZ

PHILADELPHIA

CHANNEL 3

Frequency: 66,000-72,000 Kc.; Sight, Approximately 2½ Kw.; Sound, Approximately 3 Kw.
Effective Signal Radiated..Approximately 335
Owned-Operated By.....Philco Radio & Television Corp.
Business Address.....Tioga and C Sts.
Phone Number.....Nebraska 5100
Transmitter & Antenna Location..Wyndmoor, Pa.
Time on the Air: Wednesday and Friday Evenings

Personnel

Chief Television Engineer.....F. J. Bingley
Station Manager.....Walter Merkle
Program Director.....Paul Knight

•

WRGB

SCHENECTADY, N. Y.

CHANNEL 3

Frequency: 66000-72000 Kc.; Power: Visual, 40,000 Watts, Oral, 20,000 Watts
Owned-Operated By.....General Electric Co.
Effective Signal Radiated.....3100
Business Address.....1 River Road
Phone Number.....4-2211
Transmitter & Antenna Location....New Scotland, N. Y.
Time on the Air.....Nine Hours Weekly

Personnel

Manager of Broadcasting.....Robert S. Peare
Assistant to the Manager....Robert L. Gibson
Assistant to the Manager.....B. J. Rowan
Program Manager.....Robert B. Stone
Chief Engineer.....W. J. Purcell

FACILITIES

Technical facilities of Station WRGB include a direct pickup studio for live talent productions, located at 60 Washington Ave., Schenectady. It is fitted with five camera channels. A film scanning room has two cameras and three motion picture projectors—two for 35 mm. and one for 16 mm. films. Film slide, lantern slide and projectors of small opaque pictures and objects are also available.

Signals from the WRGB transmitter, located in the Helderberg mountains, New Scotland, N. Y., near Schenectady, are received over a service area with a radius of approximately 50 miles, which includes the Troy-Albany-Schenectady area.

WRGB claims the first television relay station, picking up programs from NBC in New York City, 129 miles away, and relaying them to the Capitol district area. A minimum weekly program service of nine hours is offered viewers in the area.

ACTIVITIES

During 1943 WRGB's program activities have been varied. Among the programs various types have been tried, including a bridge game by champions, dog shows, boxing and wrest-

ing matches, barn dances, Shakespearean plays, Gilbert and Sullivan operettas, modern comedies, news reporters and analysts. Several commercials have also been presented by the station during the past year. On November 5, WRGB presented a demonstration of how television might cover the news by televising a ten-page special edition of the Albany Times-Union.

ACTIVE EXPERIMENTAL STATIONS

W6XYZ

HOLLYWOOD

(Paramount Studio Lot)

CHANNEL 4

Frequency: 78,000-84,000 Kc; Power, Visual, 1,000 W; Oral, 1,000 W.
Owned-Operated By....Television Productions, Inc.
Business Address.....5451 Marathon St., Hollywood 38
Phone Number.....HOllywood 2411
Transmitter and Antenna Location, 5451 Marathon St., Hollywood 38
Time on the Air.....Six Hours Per Week

Personnel

President.....Paul Raibourn
Vice-President.....Bernard Goodwin
Vice-President.....Y. Frank Freeman
Station Director.....Klaus Landsberg

FACILITIES

Equipment includes complete apparatus for studio as well as field operation. Cameras and transmitters were built by Allen B. DuMont Laboratories, Inc. and many additional units, including electronic special-effect equipment, were designed and build by Television Productions, Inc. A relay transmitter, W6XLA, to operate in conjunction with W6XYZ, was also developed and constructed by the company. A special antenna system combining a double-cone type of antenna for video and a special four di-pole antenna for audio of its own design and construction are used. Studio facilities also include a flexible lighting arrangement, slide and background projection apparatus and screens.

ACTIVITIES

W6XYZ has operated regularly since February 1 each Wednesday and Friday night and has been producing a weekly total of four to six hours of live-talent programs. These programs were entirely dedicated to the training of Civilian Defense volunteers until the summer of 1943, since which time entertainment as well as educational programs have been aired. These programs include gymnastic courses, museum visits, variety shows, dramatic skits and one-act plays. Technical development has been directed toward improvement and simplification in the operation of present equipment as well as to the design and construction of special effects and relay equipment.

•

W2XWV

NEW YORK CITY

CHANNEL 4

Frequency: .....78000-84000 Kc.
Power: Sight, 5000 Watts; Sound, 1500 Watts
Owned-Operated By.....Allen B. Du Mont Laboratories, Inc.
Business-Studio Address..515 Madison Ave., N. Y. C.
Transmitter and Antenna Location.....Same
Time on the Air....6 Hours Weekly, Tuesday, Wednesday and Sunday evenings.

Personnel

President.....Allen B. Du Mont
General Manager .....Sam Cuff
Technical Director.....Walter E. Swenson
Chief Operating Engineer.....Sol Patreimo
Assistant Operating Engineer...Morris Barton
Audio Control Engineer.....Charles Lewis
Studio Managers...Ed Woodruff, Bob Jameson

FACILITIES

The 160-foot tower of W2XWV atop a 42-story building raises the antenna to 650 feet above sea level. Covering a service range of 35 to 50 miles, the station has regular viewers as distant as 75 miles. It is completely equipped by Du Mont Laboratories. W2XWV has a studio for live-talent shows as well as film-projection facilities. It operates on an experimental license pending the granting of application for a commercial license.

ACTIVITIES

This outlet serves not only as a telecast service soon to go commercial, but also as a laboratory for practical experience. Engineering, programming and advertising sponsorship aspects of television broadcasting are being worked out in actual practice. Broadcasters, engineers, producers, performers, advertisers, advertising men and others interested in television are granted the facilities of the station.

FCC REGULATIONS REGARDING BROADCAST STATIONS FOR TELEVISION AND FACSIMILE

As of January 1, 1944

The term "visual broadcast service" means a service rendered by stations broadcasting images for general public reception. There are two classes of stations recognized in the visual broadcast service, namely: Television broadcast stations and Facsimile broadcast stations.

COMMERCIAL TELEVISION BROADCAST STATIONS

Definitions

"Television broadcast station" means a station licensed for the transmission of transient visual images of moving or fixed objects for simultaneous reception and reproduction by the general public[1].

"Television broadcast band" means the bands of frequencies allocated for television broadcast stations.

"Television channel" means a band of frequencies 6,000 kilocycles wide and which may be designated by channel numbers as in section on channel assignments in these rules or by the extreme lower and upper frequencies.

"Television transmission standards" means the standards which determine the characteristics of the television signal as radiated by a television broadcast station.

"Standard television signal" means a television signal conforming with the television transmission standards set forth in the Standards of Good Engineering Practice for television stations.

"Television transmitter" means the radio transmitter or transmitters for the transmission of both visual and aural signals.

"Visual transmitter" means the radio equipment for the transmission of the visual signal only.

"Aural transmitter" means the radio equipment for the transmission of the aural signal only.

"Visual transmitter power" means the peak power output when transmitting a standard television signal.

"Service area" means the area in which the signal is not subject to objectionable interference or objectionable fading. (Television broadcast stations are considered to have only one service area; for determination of such area see *Standards of Good Engineering Practice for Television Broadcast Stations.*)

"Main studio" as to any television broadcast station means the studio from which the majority of the local programs originate, or from which a majority of the station identification announcements are made.

Allocation of Facilities

Basis for license.—Television broadcast stations will be licensed on the basis of the effective signal radiated (ESR) from the visual transmitter in accordance with the following:

> ESR is equal to the square root of the power times the antenna field gain times the height of the antenna above the surrounding area. The power is measured in kilowatts, the gain in voltage ratio, the antenna height in feet above surrounding area.

Time of operation.—Television broadcast stations will be licensed only for unlimited time operation.

Showing required.—Authorization for a new television broadcast station or increase in facilities of an existing station will be issued only after a satisfactory showing has been made in regard to the following matters:

(a) That the service area and population which the applicant proposes to serve are computed in accordance with the Standards of Good Engineering Practice for Television Broadcast Stations. (The service area shall be consistent with and serve adequately the city or community proposed to serve in keeping with technical feasibility of coverage. The application shall be accomplished by an analysis of the computation of the service area as set forth in the application. No application for construction permit for a new station or change in service area of an existing station will be

[1] The transmission of synchronized sound (aural broadcast) is considered to be an essential phase of television broadcast and one license will authorize both visual and aural broadcasts.

accepted unless a definite site, details of proposed antenna and other data required by the application form are supplied.)

(b) That objectionable interference will not be caused to existing stations or that if interference will be caused the need for the proposed servic outweighs the need for the service which will be lost by reason of such interference.

(c) That the proposed station will not suffer interference to such an extent that its service would be reduced to an unsatisfactory degree. (For determining objectionable interference, see *Standards of Good Engineering Practice for Television Broadcast Stations.*)

(d) That the technical equipment proposed, the location of the transmitter, and other technical phases of operation comply with the regulations governing the same, and the requirements of good engineering practice. (See technical regulations herein and Standards of Good Engineering Practice for Television Broadcast Stations.)

(e) That the applicant is financially qualified to construct and operate the proposed station.

(f) That the applicant has available adequate sources of program material for the rendition of satisfactory television broadcast service.

(g) That the proposed assignment will tend to effect a fair, efficient, and equitable distribution of radio service among the several states and communities.

(h) That the applicant is legally qualified, is of good character, and possesses other qualifications sufficient to provide a satisfactory public service.

(i) That the facilities sought are subject to assignment as requested under existing international agreements and the Rules and Regulations of the Commission.

(j) That the public interest, convenience, and necessity wi l be served through the operation under the proposed assignment.

Channel assignments.—The channels or frequency bands set forth below are available for assignment to television broadcast stations.

(a) Channel

No.	
1	50,000- 56,000 kc
2	60,000- 66,000 kc
3	66,000- 72,000 kc
4	78,000- 84,000 kc
5	84,000- 90,000 kc
6	96,000-102,000 kc
7	102,000-108,000 kc
8	162,000-168,000 kc
9	180,000-186,000 kc
10	186,000-192,000 kc
11	204,000-210,000 kc
12	210,000-216,000 kc
13	230,000-236,000 kc
14	236,000-242,000 kc
15	258,000-264,000 ks
16	264,000-270,000 kc
17	282,000-288,000 kc
18	288,000-294,000 kc

(b) Stations serving the same area will not be assigned channels adjacent in frequency.

(c) One channel only will be assigned to a television broadcast station.

Experimental operation. — Television broadcast stations may conduct technical experimentation directed to the improvement of technical phases of operation and for such purposes may utilize a signal other than the standard television signal subject to the following conditions:

(a) That the licensee complies with the provisions of these rules with regard to the minimum number of hours of transmission with a standard television signal.

(b) That no transmissions are radiated outside of the authorized channel and subject to the condition that no interference is caused to the transmissions of a standard television signal by other television broadcast stations.

(c) If objectionable interference would result from the simultaneous operation of a television broadcast station operating experimentally and an experimental broadcast station, the licensees shall make arrangements for operation to avoid interference.

(d) No charges either direct or indirect shall be made by the licensee of a television broadcast station for the production or transmission of programs when conducting technical experimentation.

Multiple ownership.—No person (including all persons under common control)[2] shall, directly or indirectly, own, operate, or control more than one television broadcast station, except upon a showing (1) that such ownership, operation, or control would foster competition among television broadcast stations or provide a television broadcast service distinct and separate from existing services, and (2) that such ownership, operation or control would not result in the concentration of control of television broadcasting facilities in a manner inconsistent with public interest, convenience, or necessity; *Provided, however,* That no person (including all persons under common control), shall directly or indirectly, own, operate, or control more than one television broadcast station that would serve substantially the same service area; *and provided, further,* That the Commission will regard the owner-

[2] The word "control," as used herein, is not limited to majority stock ownership, but includes actual working control in whatever manner exercised.

ship, operation, or control of more than three television broadcast stations as constituting a concentration of control of television broadcasting facilities in a manner inconsistent with public interest, convenience, or necessity.

Normal license period.—All television broadcast station licenses shall be issued so as to expire at the hour of 3 a.m., Eastern Standard Time, and will be issued for a normal license period of one year, expiring February 1.

Equipment

Maximum rated power; how determined.—(a) The maximum rated carrier power of standard television transmitters shall be the same as the manufacturer's rating of the equipment.

(b) The maximum rated carrier power of composite television transmitters shall be the sum of the applicable commercial ratings of the vacuum tubes employed in the last radio stage.

Maximum power rating and operating power.—The Commission will authorize the installation of a television transmitter having maximum power rating equal to the operating output power in accordance with the table set out in the section of these rules titled "Basis for License."

Monitors.—The licensee of each television broadcast station shall operate at the transmitter:

(a) A frequency monitor independent of the frequency control of the transmitter. The monitor shall meet the requirements set forth in the Standards of Good Engineering Practice for Television Broadcast Stations;

(b) A modulation monitor to determine that the radiated television signal complies with the television transmission standards set forth in the Standards of Good Engineering Practice for Television Broadcast Stations.

Required transmitter performance.—The external performance of television broadcast transmitters shall be capable of radiating a standard television signal meeting the minimum requirements prescribed by the Commission contained in the Standards of Good Engineering Practice. The transmitters shall be wired and shielded in accordance with the good engineering practice and shall be provided with safety features in accordance with the specifications of Article 810 of the current National Electrical Code as approved by the American Standards Association.

Indicating instruments.—The operating output power of television broadcast stations shall be measured by instruments having an acceptable accuracy.

Auxiliary and duplicate transmitters.—The provisions of the rules governing standard and high frequency broadcast stations shall also govern the use of auxiliary and duplicate transmitters for television broadcast stations

Changes in equipment and antenna system.—(a) No changes in equipment shall be made.

(1) That would result in emission of signals outside of the authorized television channel.

(2) That would result in the external performance of the transmitter being in disagreement with that prescribed by the Commission in the Standards of Good Engineering Practice provided that for experimental transmissions equipment changes may be made which would not render the transmitters incapable of radiating a standard television signal for the required minimum number of hours. (See section titled "Minimum Operating Schedule.)

(b) Specific authority[3] is required for a change in any of the following:

(1) Increase in the maximum power rating of the transmitter.

(2) Replacement of the transmitter as a whole.

(3) Location of the transmitter antenna.

(4) Antenna system, including transmission line, which would result in a measurable change in service area or which would affect the determination of the operating power by the direct method. If any change is made in the antenna system or any change made which may affect the antenna system, the method of determining operating power shall be changed immediately to the indirect method.

(5) Relocation of main studio if new location is outside of the borders of the city, state, District of Columbia, territory, or possession.

(6) Operating output power delivered to the antenna.

(c) Specific outhority,[4] upon filing *informal* request therefor, is required for the following change in equipment and antenna:

(1) Indicating instruments installed to measure the antenna current or transmission line, except by an instrument of the same type, maximum scale reading and accuracy.

(2) Minor changes in the antenna system or transmission line which would not result in an increase of service area.

(3) Changes in the location of the main studio except as provided for in subsection (b) (5).

(d) Other changes, except as above provided for in this section or in Standards of Good Engineering Practice for Television Broadcast Stations prescribed

[3] Formal application required. See Standards of Good Engineering practice for Television Broadcast Stations for specific application form.

[4] Informal application by letter may be made.

by the Commission may be made at any time without the authority of the Commission, provided that the Commission shall be promptly notified thereof, and such changes shall be shown in the next application for renewal of license.

Operating output power; how determined.—The operating output power, and the requirements for maintenance thereof, of each television broadcast station shall be determined by the Standards of Good Engineering Practice for Television Broadcast Stations.

Operation

Minimum operating schedule.—(a) The licensee of each television broadcast station shall maintain a regular program operating schedule transmitting a standard television signal for a total of 4 hours per week.

(b) The aural transmitter of a television broadcast station shall not be operated separately from the visual transmitter except for experimental or test purposes, and for purposes incidental to or connected with the operation of the visual transmitter.

Station identification.—(a) A licensee of a television broadcast station shall make station identification announcement, aurally and visually, (call letters and location), at the beginning and ending of each time of operation and during operation on the hour.

(b) Identification announcements during operation need not be made when to make such announcement would interrupt a single consecutive speech, play, or any type of production. In such cases the identification announcement shall be made at the first interruption of the entertainment continuity and at the conclusion thereof.

Motion picture film.—All motion picture film employed in the broadcasts of a television broadcast station must be briefly described as such either at the beginning of the program in which such film is used, or immediately prior to the broadcast of the film. Where the film broadcast is of more than 15 minutes duration, it shall also be briefly described as such either at the end of the program or immediately following the broadcast of the film.

Logs.—The licensee of each television broadcast station shall maintain program and operating logs and shall require entries to be made as follows:

(a) Program log.

(1) Entry of the time each station identification is made.

(2) Entry briefly describing each program broadcast under the heading 'outside pickup,' 'studio production,' and motion picture film,' or combination thereof.

(3) Entry showing that each sponsored program has been announced as sponsored, paid for or furnished by the sponsor.

(4) Entry showing name of each sponsor and commodity advertised.

(b) Operating log (when transmitting a standard television signal).

(1) Entry of the time the station begins to supply power to the antenna and the time it stops.

(2) Entry of the time the program begins and ends.

(3) Entry of each interruption to the carrier waves, cause and duration.

(4) Entry of the following each thirty minutes:

i) Operating constants of the last radio stages.

ii) Frequency monitor readings.

(c) Log of experimental operation when transmitting other than a standard television signal.

(1) Entry of the time the station begins to supply power to the antenna and the time it stops.

(2) Short description of the broadcast made and its technical purpose.

(d) Where an antenna or antenna supporting structure(s) is required to be illuminated the licensee shall make entries in the radio station log appropriate to the requirements of Section 2.82(a), (b), and (c) as follows:

(1) The time the tower lights are turned on and off if manually controlled.

(2) The time the daily visual observation of the tower lights was made.

(3) In the event of any observed failure of a tower light.

i) Nature of such failure.

ii) Time the failure was observed.

iii) Time and nature of the adjustments, repairs or replacements made.

iv) Airways Communication Station (C.A.A.) notified of hte failure of any tower light not corrected within thirty minutes and the time such notice was given.

v) Time notice was given to the Airways Communication Station (C.A.A.) that the required illumination was resumed.

(4) Upon completion of the periodic inspection required at least once each three months.

i) The date of the inspection and the condition of all tower lights and associated tower lighting control devices.

ii) Any adjustments, replacements or repairs made to insure compliance with the lighting requirements.

Logs; retention of.—Logs of a television broadcast station shall be retained

by the licensee for a period of 2 years, except when required to be retained for a longer period in accordance with the provisions of section 2.54 (FCC General Rules and Regulations; in this volume see Rules and Regulations regarding production by Radio Broadcast stations).

Broadcasts by Candidates for Public Office

The provisions of sections on political broadcasts of the Rules and Regulations Governing Standard and High Frequency Broadcast Stations shall also govern television broadcast stations.

EXPERIMENTAL TELEVISION BROADCAST STATIONS

The term "experimental television broadcast station" means a station licensed for experimental transmission of transient visual images of moving or fixed objects for simultaneous reception and reproduction by the general public. The transmission of the synchronized sound (aural broadcast) is considered an essential phase of television broadcasting and one license will authorize both visual and aural broadcast as herein set forth.

Under these rules for experimental television broadcast stations, the Commission will authorize experimental television relay broadcast stations for transmitting from points where suitable wire facilities are not available, programs for broadcast by one or more television broadcast stations. Such authorization will be granted only to the licensee of a television broadcast station.

A license for an experimental television broadcast station will be issued for the purpose of carrying on research and experimentation for the advancement of television broadcasting which may include tests of equipment, training of personnel, and experimental programs as are necessary for the experimentation.

Licensing Requirements

A license for a television broadcast station will be issued only after a satisfactory showing has been made in regard to the following:

1. That the applicant has a definite program of research and experimentation in the technical phases of television broadcasting, which indicates reasonable promise of substantial contributions to the developments of the television art.
2. That upon the authorization of the proposed station the applicant can and will proceed immediately with its program of research and experimentation.
3. That the transmission of signals by radio is essential to the proposed program of research and experimentation.
4. That the program of research and experimentation will be conducted by qualified personnel.
5. That the applicant is legally, financially, technically, and otherwise qualified to carry forward the program.
6. That the public interest, convenience or necessity will be served through the operation of the proposed station.

Charges

No charges either direct or indirect shall be made by the licensee of an experimental television station for the production or transmission of either aural or visual programs transmitted by such station except that this section shall not apply to the transmission of commercial programs by an experimental television relay broadcast station for retransmission by a television broadcast station.

Announcements

A licensee of a television broadcast station shall make station identification announcement aurally and visually (call letters and location) at the beginning and ending of each time of operation and during operation on the hour.

At the time station identification announcements are made, there shall be added the following:

'This is a special television broadcast made by authority of the Federal Communications Commission for experimental purposes.'

Operating Requirements

Each licensee of a television broadcast station shall diligently prosecute its program of research from the time its station is authorized.

Each licensee of a television station will from time to time make such changes in its operation as may be directed by the Commission for the purpose of promoting worthwhile experimentation and improvement in the art of television broadcasting.

Frequency Assignment

(a) The following groups of channels are available for assignment to television broadcast stations licensed experimentally:

Group A		*Group B*	
Channel No.		Channel No.	
1	50,000-56,000 kc	8	162-000-168,000 kc
2	60,000-66,000	9	180,000-186,000
3	66,000-72,000	10	186,000-192,000
4	78,000-84,000	11	204,000-210,000
5	84,000-90,000	12	210,000-216,000
6	96,000-102,000	13	230,000-236,000
7	102,000-108,000	14	236,000-242,000
Group C		15	258,000-264,000
Any 6000 kc band above 300,000 kc excluding band 400,000-401,000 kc.		16	264,000-270,000
		17	282,000-288,000
		18	288,000-294,000

No experimental television broadcast station will be authorized to use more than one channel in Group A except for good cause shown. Both aural and visual carriers with side bands for modulation are authorized but no emission shall result outside the authorized channel.

No persons (including all persons under common control) shall control directly or indirectly, two or more experimental television broadcast stations (other than television relay broadcast stations) unless a showing is made that the character of the programs of research require a licensing of two or more separate stations.

A license for an experimental television broadcast station will be issued only on the condition that no objectionable interference will result from the transmissions of the station to the regular program transmissions of television broadcast stations. It shall at all times be the duty of the licensee of an experimental television broadcast station to ascertain that no interference will result from the transmissions of its station. With regard to interference with the transmissions of an experimental television broadcast station or the experimental or test transmissions of a television broadcast station, the licensees shall make arrangements for operations to avoid interference.

Channels in Groups B and C may be assigned to experimental television stations to serve auxiliary purposes such as television relay stations. No mobile or portable station will be licensed for the purpose of transmitting television programs to the public directly.

Power

The operating power of a television station shall be adequate for but not in excess of that necessary to carry forward the program of research and in no case in excess of the power specified in its license.

Reports

A report shall be filed with each application for renewal of station license which shall include a statement of each of the following:

1. Number of hours operated.
2. Full data on research and experimentation conducted including the type of transmitting and studio equipment used and their mode of operation.
3. Data on expense of research and operation during the period covered.
4. Power employed, field intensity measurements and visual and aural observations and the types of instruments and receivers utilized to determine the service area of the station and the efficiency of respective types of transmissions.
5. Estimated degree of public participation in reception, and the results of public observation as to the effectiveness of types of transmission.
6. Conclusions, tentative and final.
7. Program for further developments in television broadcasting.
8. All developments and major changes in equipment.
9. Any other pertinent developments.

Special or progress reports shall be submitted from time to time as the Commission shall direct.

— FACSIMILE BROADCAST STATIONS —

The term "facsimile broadcast station" means a station licensed to transmit images of still objects for record reception by the general public.

License Qualifications

1. That the applicant has a program of research and experimentation which indicates reasonable promise of substantial contribution to the development of the facsimile broadcast service.

2. That sufficient facsimile recorders will be distributed to accomplish the experimental program proposed.

3. That the program of research and experimentation will be conducted by qualified engineers.

4. That the applicant is legally and financially qualified and possesses adequate technical facilities to carry forward the program.

5. That the public interest, convenience and/or necessity will be served through the operation of the proposed station.

Conditions of Licensing

(a) A licensee of a facsimile broadcast station shall not make any charge, directly or indirectly, for the transmission of programs.

(b) No licensee of any standard broadcast station or network shall make any additional charge, directly or indirectly, for the transmission of some phase of the programs by a facsimile broadcast station, nor shall commercial accounts be solicited by any licensee of a standard broadcast station or network, or others acting in their behalf, upon representation that images concerning that commercial program will be transmitted by a facsimile station.



· FM · FREQUENCY MODULATION



F M B I

•

Status of FM, A Survey

•

High Frequency Broadcast Stations

Due to the paper shortage, the FCC regulations regarding high frequency broadcast stations were omitted. These regulations will be found starting on page 946 in the 1943 Radio Annual.

FM BROADCASTERS, INC. (FMBI)

Office of the President and Secretary-Treasurer
333 W. State Street, Milwaukee 1, Wisconsin
Marquette 6000

•

Washington, D. C.
711 Colorado Building
Myles Loucks in Charge
National 1199

Officers

President ..... Walter J. Damm
Vice-President ..... Theodore C. Streibert
Secretary-Treasurer ..... L. W. Herzog

Directors

John Shepard, 3rd, John V. L. Hogan, Arthur Church, George Lang, Lee B. Wailes, Ray H. Manson, Franklin M. Doolittle, Walter J. Damm, Theodore C. Streibert.

Functions

FMBI is a non-profit association of FM boosters founded to see that frequency modulation advances in a coordinated logical manner; to guarantee that its interests are furthered and protected and to represent the FM industry in Washington; to provide an advisory service for its membership stations; to offer liaison between broadcasters and manufacturers interpreting the problems of each; to conduct a program of promotion and publicity aimed at stimulating public interest, and to provide a competent and accurate service for the truthful dissemination of information concerning FM. Membership includes individuals and companies who have an FM station, a construction permit or an application on file with the FCC for one.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

STATUS OF FM—1943-1944

By M. H. Shapiro
Managing Editor, RADIO DAILY

THAT broadcasters throughout the country are thoroughly FM conscious was plainly indicated by the remarkable attendance at the FMBI convention in New York early this year. This annual meeting was the climax to a consistent promotional campaign, characterized in some quarters as the greatest in radio history, and drew more than 800 attendees from radio and allied industries, all desirous of furthering their knowledge of FM and intent upon keeping up with new developments.

During 1943, despite inability to build new outlets due to wartime restrictions, FM proceeded to make itself felt as a coming force in radio. Many applications for FM licenses desired by newspapers and newspaper-owned stations, were held in abeyance because of the FCC Order No. 79 designed to delve into the matter of publisher ownership of radio stations. When the FCC on Jan. 13, 1944, unanimously decided against any general rule regarding newspaper ownership of broadcast facilities, there naturally followed numerous applications for FM licenses by newspapers and others in and out of the industry.

•

When the FCC took FM out of the experimental license category and permitted it to go commercial, networks which fed their regular programs to FM outlets, decided to withdraw this carte blanch pickup. However, early this year and almost coincidental with the FM Broadcasters, Inc., annual meeting, NBC and CBS again made available its programs for such affiliates as had FM facilities. Thus many fine symphony programs and the best of commercials may be heard via this medium. Some provisos in the network permission to use their programs, have been made and the AFM is also now looking over the field for possible revenue.

•

While Chairman James L. Fly of the FCC has pledged that the Commission would give the broadcasters encouragement in their FM activities, he warned against the dangers of hurried postwar production on a large scale, unless on a very firm foundation. At the same time, spokesmen for the leading manufacturing organizations revealed plans for extensive production after the war and they believed that a possible 5,000,000 FM receiving sets would be built during the first full year of postwar production. At this rate, approximately 15,000,000 such sets would be in the hands of the public during the first five years of full-scale production, all based on the invention of Major Edwin H. Armstrong.

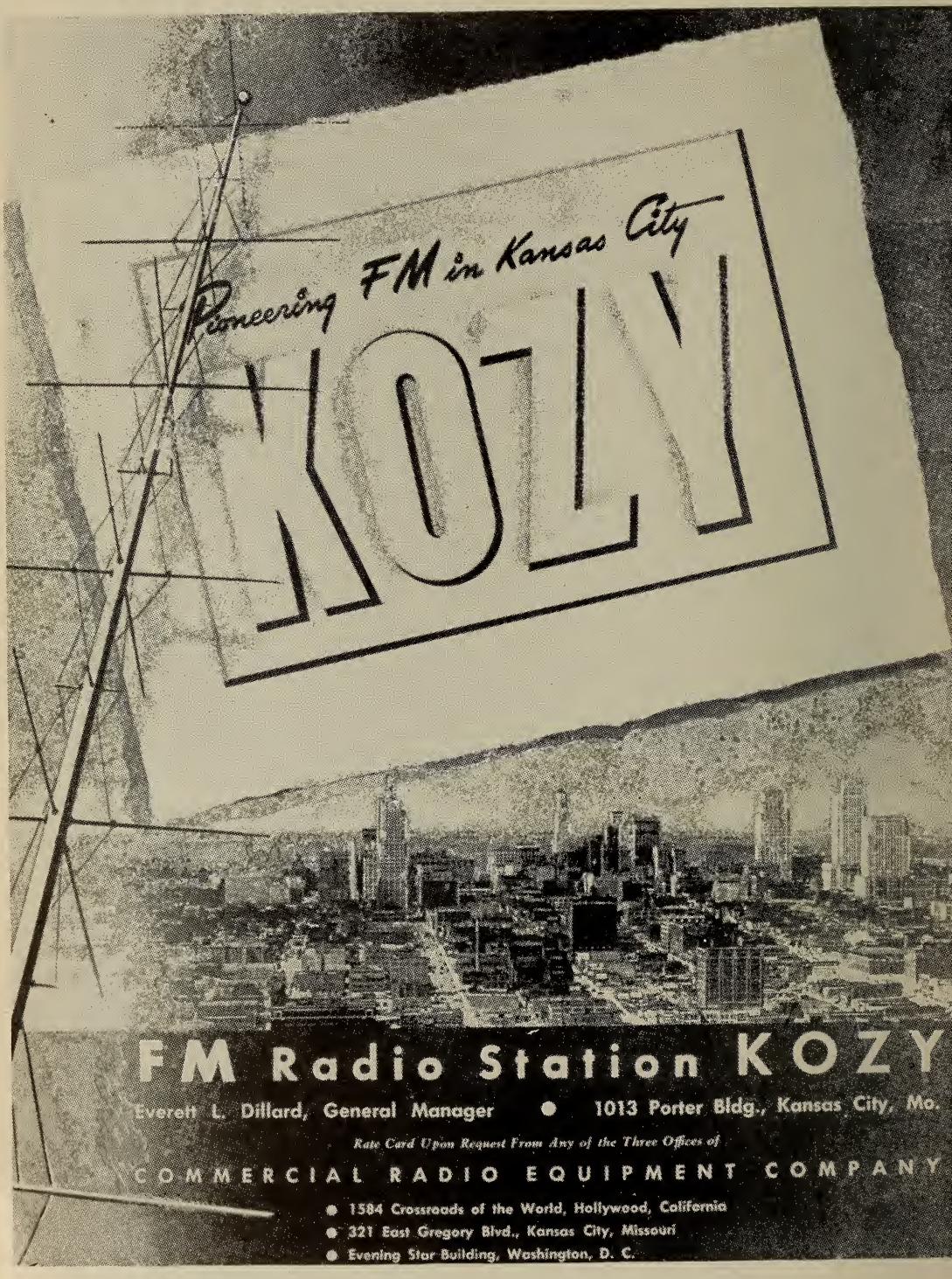
Apart from the manufacturing and merchandising of FM sets, the leading companies equipped to put them out, announced plans to build FM transmitters on a scale to fulfill new orders and those on the backlog.

•

Another important development on the FM front was the appointment of William B. Lewis as executive vice-president of the American Network, Inc. This FM web has been in existence for some time, has been experimental, and active of late. Appointment of Lewis, formerly vice-president in charge of programs for CBS and more recently an official of the OWI Domestic Bureau, indicates that the FM network means business and is going ahead in the future.

Broadcasters are fully aware of both the advantages and some disadvantages of FM broadcasting, as compared to AM or standard broadcasting. Many of the problems were discussed at the annual meeting in January of this year when a panel made up of competent people from engineering, manufacturer and practical FM broadcaster fields sought to answer the questions as fairly as possible. Some of the difficulties for instance may lie with the FCC's method of issuing licenses by certain market areas, in the opinion of some FM broadcasters. Again there remains the dispute between FM and television proponents as to which shall have the higher frequencies in the spectrum.

The Radio Technical Planning Board has panels devoted to television and FM in its agenda and it is possible some conclusion may be reached through this board. Five channels in the FM have been earmarked by the FCC for noncommercial educational broadcasting.


Pioneering FM in Kansas City
KOZY
FM Radio Station KOZY
Everett L. Dillard, General Manager • 1013 Porter Bldg., Kansas City, Mo.
Rate Card Upon Request From Any of the Three Offices of
COMMERCIAL RADIO EQUIPMENT COMPANY
• 1584 Crossroads of the World, Hollywood, California
• 321 East Gregory Blvd., Kansas City, Missouri
• Evening Star Building, Washington, D. C.

HIGH FREQUENCY—FREQUENCY MODULATION BROADCAST STATIONS

The term "high frequency broadcast station" means a station licensed primarily for the transmission of radiotelephone emissions, intended to be received by the general public and operated on a channel in the high frequency broadcast band. Commercial high frequency broadcast stations must use frequency modulation.

COMMERCIAL*

LOCATION	Call Letters	Licensee	Frequency Kilocycles	Service Area Sq. Mi
Alpine, N. J.	WFMN	Edwin H. Armstrong	43100	
Baton Rouge, La.	WBRL	Baton Rouge Broadcasting Co.	44500	8100
Binghamton, N. Y.	WNBF-FM	Wylie B. Jones Advertising Agency	44900	6500
Boston, Mass.	WBZ-FM	Westinghouse Radio Stations, Inc.	46700	
Boston, Mass.	WMTW	The Yankee Network, Inc.	43900	3100
Chicago, Ill.	WBBM-FM	Columbia Broadcasting System, Inc.	46700	
Chicago, Ill.	WDLM	Moody Bible Institute of Chicago	47500	
*Chicago, Ill.	WEHS	WHFC, Inc.	48300	10800
Chicago, Ill.	WGNB	WGN, Inc.	45900	
Chicago, Ill.	WWZR	Zenith Radio Corp.	45100	10800
Columbus, Ohio	WELD	WBNS, Inc.	44500	
Detroit, Mich.	WLOU	John Lord Booth	44900	
Detroit, Mich.	WENA	The Evening News Association	44500	6800
Evansville, Ind.	WMLL	Evansville On the Air, Inc.	44500	8400
Fort Wayne, Ind.	WOWO-FM	Westinghouse Radio Stations, Inc.	44900	
Hartford, Conn.	WTIC-FM	Travelers Broadcasting Service Corp.	45300	6100
Hartford, Conn.	WDRC-FM	WDRC, Inc.	46500	6100
*Indianapolis, Ind.	WABW	Associated Broadcasters, Inc.	47300	8400
*Jersey City, N. J.	WAAW	Bremer B/C Corp.	49500	6200
Kansas City, Mo.	KOZY	Everett L. Dillard, d/b as Commercial Radio Equipment Co.	44900	
Los Angeles, Calif.	KHJ-FM	Don Lee Broadcasting System	44500	
*Los Angeles, Calif.	KTLO	Metro-Goldwyn-Mayer Studios, Inc.	46100	7000
Milwaukee, Wisc.	WMFM	The Journal Co.	44500	8500
Nashville, Tenn.	WSM-FM	National Life & Accident Insurance Co.	44700	16000
New York, N. Y.	WBAM	Bamberger Broadcasting Service, Inc.	47100	
New York, N. Y.	WNYC	City of New York Municipal Broadcasting System	43900	3900
New York, N. Y.	WABC-FM	Columbia Broadcasting System, Inc.	46700	

. . . HIGH FREQUENCY MODULATION BROADCAST STATIONS . . .

LOCATION	Letters Call	Licensee	Frequency Kilocycles	Service Area Sq. Mi.
*New York, N. Y.	WFGG	William G. H. Finch	45500	8500
New York, N. Y.	WQXQ	Interstate Broadcasting Co.	45900	
New York, N. Y.	WHNF	Marcus Loew Booking Agency	46300	
New York, N. Y.	WABF	Metropolitan Television, Inc.	47500	
New York, N. Y.	WGYN	Muzak Radio Broadcasting Station	44700	
*Paxton, Mass.	WGTR	The Yankee Network, Inc.	44300	19000
Boston, Mass.				
Philadelphia, Pa.	WIP-FM	Pennsylvania Broadcasting Co.	44900	
*Philadelphia, Pa.	WLBG	Seaboard Radio Broadcasting Corp.	46500	9300
Philadelphia, Pa.	WCAU-FM	WCAU Broadcasting Co.	46900	9300
Philadelphia, Pa.	WFIL-FM	WFIL Broadcasting Co.	45300	9300
Philadelphia, Pa.	KYW-FM	Westinghouse Radio Stations, Inc.	45700	
Philadelphia, Pa.	WPEN-FM	William Penn Broadcasting Co.	47300	
Pittsburgh, Pa.	WTNT	WWSW, Inc.	44700	8400
Pittsburgh, Pa.	KDKA-FM	Westinghouse Radio Stations, Inc.	47500	
Rochester, N. Y.	WHFM	Stromberg Carlson Co.	45100	3200
Rochester, N. Y.	WHEC, Inc.		44700	3200
*Salt Lake City, Utah	KSL-FM	Radio Service Corp. of Utah	44700	700
Schenectady, N. Y.	WBCA	Capitol Broadcasting Co.	44700	
Schenectady, N. Y.	WGFM	General Electric Co.	48500	6600
South Bend, Ind.	WSBF	South Bend Tribune	47100	
Springfield, Mass.	WBZA-FM	Westinghouse Radio Stations, Inc.	48100	
Superior, Wisc.	Head of Lakes Broadcasting Co.		44500	2754
Winston-Salem, N. C.	WMIT	Gordon Gray	44100	69400
*Worcester, Mass.	WTAG-FM	Worcester Telegram Publishing Co.	46100	

All so licensed except those with asterisk (*).

PENDING APPLICATIONS FOR FM—APPROXIMATELY 60

There are five temporary Class 2 Experimental High Frequency B/C Stations licensed. Four are listed under experimental and indicated them by an asterisk under Commercial FM.

The fifth one is—Cincinnati, Ohio—The Crosley Corp., W8XFM—43200—1 kw.

EXPERIMENTAL

Licensee and Location	Call Letters	Frequency Kilocycles	Power Watts
Edwin H. Armstrong, Alpine, N. J.	*W2XMN	42800	40000
KLZ Broadcasting Co., Denver, Colo.	W9XLA	25400	100
WKY Radiophone Co., Oklahoma City, Okla.	W5XAU	26125	100

* Operating under Special Temporary Authorization only.



THE TECHNICAL SIDE



Engineering Developments

•

Equipment in War and Peace

•

Electronics of the Future

•

Radio Manufacturers Assn.

•

Chief Engineers of Stations
In United States and Canada

•

Radio Equipment Manufacturers



Not in all Presto history have we ever produced so much of such importance . . .

As leading manufacturers of sound recording equipment, Presto has been an ever-increasing source of highly important electronic equipment for military uses.

Our facilities have been expanded—our knowledge and experience greatly broadened—our manufacturing and technical know-how daily widened.

The result will be evident in Presto post-war production and products. In the interim we are all set to cut another record in 1944—to make it an even greater year in Presto production for victory!

★ ★ ★

P.S. Invest in invasion in 1944! Not all can fight, but we all can work, sweat and save for our future. Use every dollar and dime you can spare to back the attack with War Bonds.

Presto Recording Corporation

NEW YORK 19, N. Y., U. S. A.

World's Largest Manufacturers of Instantaneous Sound Recording Equipment and Discs

EQUIPMENT IN WAR AND PEACE

By J. P. Taylor
RCA Victor Division of Radio Corporation of America

WHAT will broadcast equipment be like in the period immediately following the war? There is a widespread impression that "electronics" has taken tremendous steps forward as a result of wartime developments. If this is true, the enthusiastic reason, then radio communications and broadcasting—the oldest and still by far the most important applications of electronic power—should benefit tremendously, and equipment should be new and wondrous indeed. But this viewpoint is not universally shared. It is not, in fact, unusual to hear expressed the opinion that post-war broadcast equipment will differ not one iota from immediate pre-war models. At the present time no one can say with any certainty which viewpoint is right. Not only the duration of the war but also the manner of termination—in particular, whether reconversion comes abruptly or is gradual—will have a decided bearing. It is obvious, for instance, that should civilian production be resumed suddenly in the very near future, then pre-war models would be the only ones that could be manufactured immediately. On the other hand, if the war continues for some time and reconversion is a gradual process, then there will be more time for planning and possibly for the design and drafting of new models.

Postwar Ideas

In spite of these big question marks it is, nevertheless, possible to formulate certain ideas on post-war equipment which may be of value in a general way to station planners. In doing this we have some fairly definite things to go on. We know, for instance, that some types of pre-war equipment had reached an advanced state of development, at least as regards quality of performance. Certain audio units, line amplifiers, for instance, which were produced before the war, were capable of performance equal to any likely standards of the future. Post-war units of the same type may be different as to circuit details or mechanical construction, but they certainly will not represent revolutionary improvements. Another thing that we know is that there have been many war developments in the high frequency ranges. Thus, we can add to the fact that standard broadcast transmitting equipment pre-war was already highly developed the additional fact that wartime work has been concentrated in other fields, and come out with the obvious answer that standard-band equipment will not be greatly different after the war. On the other hand, we are probably safe in assuming that the general advance in high frequency technique will result in further development of television and related equipment. Finally, we have still a third basis to go on in predicting post-war equipment; namely, the knowledge to be gained by a study of design trends during the decade preceding the war. Such trends can be projected forward to provide some fairly good ideas on future developments.

Since our store of knowledge of the four types of broadcasting—viz., AM, FM, Television and Facsimile—is not equivalent and the degree of development to be expected in each of the four fields also varies considerably, it seems best to analyze each separately.

AM Broadcasting Equipment

"Standard Band" or "AM" broadcasting is, for the time being at least, the biggest and most important of the four types of broadcasting. It is also the oldest and most highly developed, not only as to technique but also as to equipment. Thanks to the efforts of the FCC, transmitting equipment for AM broadcasting has been of consistently high quality for the past ten years or more. Because of this control and a strongly competitive situation—among stations as well as manufacturers—AM equipment has reached a high state of development. Moreover, there have been no inklings of any wartime developments which would greatly influence AM transmitter design.

Judging from the trend in pre-war designs we can expect changes in some transmitter models. One of these trends was toward the use of circuits of higher efficiency. Actually this trend had already approached the ultimate. All of the RCA broadcast transmitters built just before the war employed high-level-modulated circuits which are inherently of

A "3rd Front" Victory...

in Johnny's front room!

"Berlin aflame!" "Huge convoy safe!"
"Japs driven into the sea!"
. . . such battle-front news by radio
brings heart-lift a-plenty for
the mother and dad of Johnny
who is fighting somewhere overseas.

The high morale of the folks at home
. . . sustained by good tidings
via the family radio . . . within
minutes of happening . . . is testimony
of another "3rd Front" victory
for America's radio broadcasters.

Radio serves on the vital "3rd Front"
where the minds of an entire people
—not their bodies—is the target;
where "sparking" 130,000,000 minds
to work together . . . and win together
as one—is the mission.

☆ ☆ ☆

On the vital "3rd Front" . . .
transmitters and communications
equipment engineered by Westinghouse
play an indispensable role . . . offer
tangible proof of Westinghouse
versatility and pioneering.

New advancements
in television . . . FM . . . electronics
secrets today . . . will tomorrow
enable radio broadcasters to render
even greater service to our country.

J-08071-A



Westinghouse ELECTRONICS

Westinghouse RADIO DIVISION *Baltimore, Md.*

PLANTS IN 25 CITIES . . . OFFICES EVERYWHERE

high efficiency. In terms of "plate efficiency of the final stage," the usual criterion of transmitter efficiency, these transmitters had efficiencies of 85 per cent or better. This figure is not likely to be exceeded by any post-war designs.

Another trend was to the use of air-cooling (instead of water-cooling) for all tubes. In 1936 RCA introduced the first air-cooled 5 KW transmitter and in 1941 an air-cooled 50 KW. After the war the transmitters of all manufacturers will probably use air-cooled tubes.

Use of fewer and fewer tubes, with corresponding circuit simplification, has been another long time trend in broadcast transmitters. A 250 watt transmitter of 1932 vintage used a total of 20 tubes (plus a motor generator). In 1941 RCA produced a 250 watt transmitter using only 10 tubes total. These simplifications were due in most part to improvement in available tubes or to design of new tubes. Although few new low frequency tubes have been developed during the war, the further eventual improvement of tubes is a certainty.

Early broadcast transmitters had component parts mounted on horizontal shelves so that checking or replacing a defective component was difficult because of the poor accessibility. In 1936 RCA introduced "vertical-chassis" construction which by eliminating shelves and spreading out components greatly improved accessibility. The same transmitter introduced a new concept of "streamlined" styling based purely on functional design. These innovations started a trend which continued up to the beginning of the war. The most recent advance in this respect is marked by the RCA 5-E transmitter in which "front-access" to all parts is provided along with the ultimate in component accessibility.

In audio equipment for AM broadcasting—and the same equipment will be used for FM—there will undoubtedly be model changes. Here again, however, radical changes are unlikely. Microphones were pretty good before the war. The high-quality ribbon mikes, the "velocity" and the "uni-directional," which were developed and pioneered by RCA have been extensively used in the field of high-quality broadcasting. Turntables, following the trend of recent years, will continue to improve in quality. Just before the war RCA added a universal pick-up head (plays vertical or lateral cut records) to its de luxe turntable, thereby simplifying operating problems. Recording equipments, too, will improve in quality as broadcasters become educated to desirability of having the best that money could buy. In studio audio equipments packaged units such as the RCA Consolette will undoubtedly become more and more popular. Custom-built RCA installations were also increasing rapidly in number just before the war. Made up from standard units, they provide a means of meeting individual station requirements at a minimum cost.

FM Broadcasting Equipment

The place of FM broadcasting is one of the biggest questions facing the industry today. Any early doubts as to the value and future of FM seem to have been well dispelled. FM has a future—and a big one! The question is: Where does it fit in with AM broadcasting? Many a present broadcaster would like to know whether to expand his AM facilities or save his money for FM—or for Television! Despite these questions it is obvious that FM will expand rapidly—and that a lot of FM equipment will be installed.

While FM transmitters operate in a different frequency band and employ circuits at variance with AM equipment, the design of FM transmitters resembles that of the more conventional models and will undoubtedly follow even more closely as time goes on.

Taking a quick look at the pre-war trends in FM transmitters, we note that the most outstanding was that toward simplification of circuits and reduction in number of tubes used. Early models used as many as 20 tubes in the modulator unit alone—a 1 KW transmitter employed more than 40 tubes. The RCA 1 KW FM transmitter introduced in 1940 used only five tubes in the modulator, 20 in the whole transmitter. Prior to the war RCA had developed and was ready to put into application some novel FM circuits. These will be incorporated in apparatus produced in the post-war period.

Another trend which developed as the older and larger transmitter manufacturers entered the field was a movement toward building "FM transmitters like de luxe AM transmitters." The high-quality of construction standards (as well as performance), the streamlined styling and the features of accessibility developed in many years of AM experience were thus made available in FM transmitters. The very last FM transmitters produced before the war—such as the RCA 10 KW—were outstanding in this respect. They foretold an era in which FM transmitters would take on the appearance of professionalism typical of present-day AM installations.

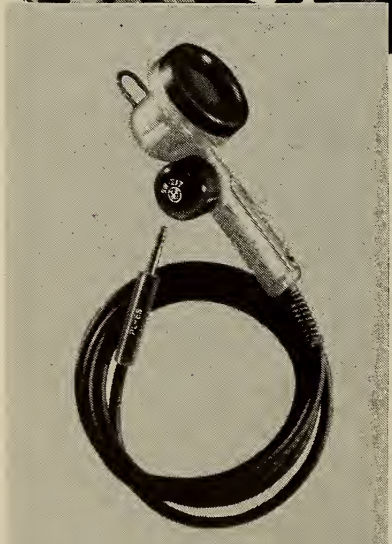
That post-war FM equipment will comprise a complete line is fairly certain.

(Please Turn to Page 964)

Voice communications on every front...

Whether by radio or land wire telephone, a voice command gets the job done with clarity and speed.





Available from stock, 1700U series microphone. Single button carbon type, push-to-talk switch, etc. For trainers, intercommunication and general transmitter service.

UNIVERSAL microphones are playing a vital part in voice communications of all the Armed Forces . . . being the first instrument through which a command is given. Care must be taken that the electronic patterns of the voice are held true for the many electrical circuits through which they must later pass. UNIVERSAL microphones with their precise workmanship are carrying the message through in all forms of voice communication whether from a tank, ship or aeroplane. UNIVERSAL products meet all U. S. Army Signal Corps Laboratory tests. Standardization of parts, inspection, and workmanship of high order combined with the best of material, make UNIVERSAL'S microphones and accessories outstanding in every application.

U. S. Army Signal Corps and U. S. Navy plugs and jacks are offered as voice communication components to manufacturers of transmitters and sound equipment for the Armed Forces. Catalog No. 830 contains complete details.



UNIVERSAL MICROPHONE CO. LTD.

INGLEWOOD, CALIFORNIA

FOREIGN DIVISION, 301 CLAY ST., SAN FRANCISCO 11, CALIF. • CANADIAN DIVISION, 560 KING ST. W., TORONTO 2, ONTARIO

ELECTRONICS OF THE FUTURE

By Dr. Walter R. G. Baker
Vice-President in Charge of Electronics, General Electric Co.

ELECTRONICS is a serious science. Already it is an important business. It is going to affect the lives and fortunes of every one of us in the years ahead and I believe the fundamentals of that science and that business deserve consideration.

Man has always been curious about the composition of his environment and for this reason people are interested in electronics. Until the 17th century the reasoning of Aristotle, that everything was made of earth, air, fire and water, was generally accepted. The alchemists—opportunists of their time—thought this a fine idea, since by changing the proportions of these four "substances" it should be possible to obtain gold and silver, cheap. They were closer to the truth as we know it today than they had any right to be.

Role of Electrons

Scientists began to talk obout electrons 40 years ago and since then we have learned that all the manifestations of what we call electricity are due to electrons. We know that electric current is the harnessing, the channeling, the coordinated flow of electrons.

We know that to light a 40-watt, 110-volt lamp there must pass through the filament, each second, 2,300,000 electrons. But this is not electronics. In the sense we use the term today we mean this raw material, these electrons freed from the bondage of wires, freed from the attractive force operating within the atom. Electrons are electricity in the raw.

Electronics is not a product such as an airplane, or a turbine, or a locomotive. It is a branch of science like chemistry and, as chemistry, is not limited to the manufacture of synthetic rubber or plastics; neither is electronics limited to radio, or television, or communication, or locator systems.

In order to free electrons from the atom, there are three things that can be done: electrons may be knocked out of atoms by violent impact from high-speed particles; they may be liberated by some form of wave energy such as light rays; they may be freed by heat. The heat method is presently the most important. It is used in millions of electronic tubes such as those in your radio. Actually the hot filament wire boils out electrons in much the way steam comes out of a kettle.

The electronic tube is the most important tool for developing the business end of electronics. The reason why seemingly magical things can be accomplished with electronic tubes is this: during the split second when the electric current is a flow of free electrons in the tube, it can be controlled with a degree of ease, speed and precision that is impossible when the electrons are imprisoned in the wire. With an electronic tube, the current can be stopped, started again, increased or decreased — instantaneously, smoothly and accurately; and without mechanical movement, noise or vibration.

Shortly after World War I, the electronic tube gave birth to its first major business—radio broadcasting.

Frequency Modulation

Shortly before World War II, a new method of radio broadcasting—Frequency Modulation—was started. FM is a new kind of radio wave. It reduces static to the vanishing point and provides a high-fidelity "natural-color" reproduction of sound impossible with present day radio. FM also makes it possible to have not 90 but several thousand radio stations in the United States—all broadcasting without interfering with one another—contrasted with the limited number possible with the present system.

There is little question but that the advantages offered to the consumer by frequency modulation will obsolete the 60,000,000 radio receivers now in American homes.

Radio broadcasting, a $300,000,000 a year industry, giving employment to thousands and enjoyment to millions, would not exist had we not learned how

☆ ☆ *Electronics On To Victory* ☆ ☆ ☆

to control the electron with a device called the electronic tube.

Television Progress

Certainly television will come after the war, but how soon cannot be definitely stated. It will not be at once, since a large investment must be made in television transmitters and some system of connecting transmitters into a network. Whether the inter-connection will be by means of radio, coaxial cable, or wave guides depends upon many factors. The problem certainly can be resolved, but it will take time to work out—not only the technical solution, but what is perhaps of more importance, the economics.

The technical progress due to the war will have a more direct effect on television than on radio broadcasting. This is equally true as applied to some portion of the economics of television equipment. For example, the productive capacity available for cathode ray or picture tubes will be greater than before the war.

Things to Come

The influence of television on our lives from both a national and international viewpoint is a most interesting and fascinating question. What little we know about the electron has, among other things, brought forth the electronic tube. This tube has made possible worldwide wire and wireless communication and sound broadcasting which has brought not merely a more compact world, but a social awakening, an integration of the masses, and a new intellectual activity, the full effect of which we do not as yet realize. To this statement, if we add the old Chinese proverb that "A picture is worth 10,000 words," we begin to see the enormous potentialities of television.

Electronics is reaching into every branch of industry. There are many industrial applications where electronics can do the work better than other types of equipment; in others, electronics is the only possible way of accomplishing the result.

EQUIPMENT IN WAR AND PEACE . . . *By J. P. Taylor*

(*Continued from Page* 961)

Before the war RCA had offered (and, in fact, installed) station equipments complete "from microphone to antenna." The audio equipments for these installations were obtained by slight modifications of some of the AM units which sufficed to bring these up to FM standards. After the war all RCA audio units will be capable of FM quality transmission and thereby suitable for use interchangeably in either AM or FM systems. RCA also had a complete line of FM monitoring equipment—including the only standard field intensity meter suitable for use in this range. After the war RCA will have improved models of these.

So-called S-T-L (studio-transmitter-link) transmitters have played considerable part in FM discussions. They insure "FM quality" lines where otherwise unobtainable and provide probably the only satisfactory means of feeding programs to remote stations such as those on mountain tops.

Television Broadcasting Equipment

Television is an art which, while backed up by many years of research and development work, is still subject to important advances. In the past television transmitters have been limited to operation on the lower frequency channels assigned by the FCC. It is obvious that when television service is established it will be necessary to have equipment capable of operation on any of the assigned channels. It may be expected, therefore, that television transmitters will become available for operation on higher frequencies than at present.

In connection with television studio and remote pickup equipment, changes appear to be less radical. Satisfactory equipments of high quality have been developed and were in use prior to the war. New camera pickup tubes of improved sensitivity were made available by RCA shortly before the war. Since improvement in camera sensitivity will go far to solve the lighting problem and may make large and complicated lighting setups unnecessary, it may be expected that development of more sensitive cameras will continue. Remote equipments will be very important because of the part such pickups will play in producing a source of local programs.

Facsimile Broadcasting Equipment

A discussion of broadcasting equipment is not complete without some mention of facsimile. The pre-war experiments with facsimile broadcasting were inconclusive. Some of this may be attributed to the need for a more definite knowledge of the public's requirement for facsimile service. Speed of reproduction, paper size, etc., are factors which manufacturers can control by proper design of equipment. Certainly with additional experience and recent technical progress, facsimile equipment can be supplied to meet the needs of broadcast service.

RADIO MANUFACTURERS ASSOCIATION

Officers and Executive Personnel—1942-1943

Headquarters: 1317 F. St., N.W., Washington, D. C.

President

Paul V. Galvin, Galvin Manufacturing Corp., Chicago, Ill.

Executive Vice-Pres.-General Mgr.

Bond Geddes, 1317 F St., N. W., Washington, D. C.

Vice-Presidents

Ray H. Manson, Stromberg-Carlson Telephone Mfg. Co., Rochester, N. Y.

M. F. Balcom, Sylvania Electric Products, Inc., Emporium, Pa.

G. W. Henyan, General Electric Co., Schenectady, N. Y.

Ray F. Sparrow, P. R. Mallory & Co., Indianapolis, Ind.

James P. Quam, Quam-Nichols Company, Chicago, Ill.

Treasurer

Leslie F. Muter The Muter Company, Chicago, Illinois.

Secretary

Bond Geddes, 1317 F Street, N. W., Washington, D. C.

General Counsel

John W. Van Allen, Liberty Bank Building, Buffalo, New York.

RMA BOARD OF DIRECTORS

Term Expiring 1943

P. S. Billings, Belmont Radio Corporation, Chicago, Illinois.

Octave Blake, Cornell-Dubilier Electric Corp., S. Plainfield, N. J.

H. C. Bonfig, RCA Manufacturing Co., Camden, New Jersey.

James T. Buckley, Philco Corporation, Philadelphia, Pa.

James C. Daley, Jefferson Electric Co., Bellwood, Ill.

Paul V. Galvin, Galvin Manufacturing Corporation, Chicago, Illinois.

W. P. Hilliard, Bendix Radio, Baltimore, Md.

J. J. Kahn, Standard Transformer Corp., Chicago, Ill.

E. A. Nicholas, Farnsworth Television & Radio Corp., Fort Wayne, Indiana.

H. E. Osmun, Centralab, Milwaukee, Wisc.

James P. Quam, Quam-Nichols Co., Chicago, Ill.

David T. Schultz, Raytheon Production Corporation, Newton, Massachusetts.

Ernest Searing, International Resistance Co., Philadelphia, Pa.

Ray F. Sparrow, P. R. Mallory & Co., Indianapolis, Ind.

Term Expiring 1944

E. Alschuler, Electrical Research Labs., Inc., Evanston, Illinois.

W. R. G. Baker, General Electric Company, Bridgeport, Connecticut

Roy Burlew, Ken-Rad Tube and Lamp Corporation, Owensboro, Kentucky

A. H. Gardner, Colonial Radio Corporation, Buffalo, New York

Ray H. Manson, Stromberg-Carlson Telephone Manufacturing Co., Rochester, New York.

A. S. Wells, Wells-Gardner & Company, Chicago, Illinois.

Term Expiring 1945

Ben Abrams, Emerson Radio & Phonograph Corporation, New York, N. Y.

M. F. Balcom, Sylvania Electric Products, Inc., Emporium, Pa.

R. C. Cosgrove, The Crosley Corporation, Cincinnati, Ohio.

L. L. Kelsey, Stewart-Warner Corp., Chicago, Ill.

J. J. Nance, Zenith Radio Corp., Chicago, Ill.

G. W. Thompson, Noblitt-Sparks Industries, Inc., Columbus, Indiana.

RMA STANDING COMMITTEES

Executive Committee

Paul V. Galvin, Chairman
Ben Abrams
W. R. G. Baker
M. F. Balcom
H. C. Bonfig
James T. Buckley
Ray H. Manson
J. J. Nance
James P. Quam
Ray F. Sparrow
Leslie F. Muter

Credit Committee

J. J. Kahn, Chairman, Standard Transformer Corp.
Eastern Division:

Henry Pope, Vice-Chairman, National Union Radio Corp.

Western Division:
E. R. Carlson, Vice-Chairman, Crowe Name Plate & Mfg. Co.

Engineering Department

Dr. W. G. Baker, Director, General Electric Co.

Virgil M. Graham, Assistant Director, Sylvania Electric Products, Inc.

RMA DIVISIONS

Sets: Ray H. Manson, Chairman

Tubes: M. F. Balcom, Chairman

Transmitter: G. W. Henyan, Chairman

Parts: Ray F. Sparrow, Chairman

Amplifier & Sound Equipment: James P. Quam, Chairman

Export Committee

W. A. Coogan, Chairman, Hygrade Sylvania Corp.

Legislative Committee

A. H. Gardner, Chairman, Colonial Radio Corporation

Membership Committee

Ernest Searing, Chairman, International Resistance Co.

Traffic Committee

O. J. Davies, Chairman, RCA Manufacturing Company, Inc.

RMA SPECIAL COMMITTEES

By-Laws and Organization Committee

Leslie F. Muter, Chairman

Replacement and Repair Parts Committee

J. J. Kahn, Chairman

Service Committee

M. J. Schinke, Chairman

RMA Engineering Department

Director: Dr. W. R. G. Baker, General Electric Co., Bridgeport, Conn.

Assistant Director: Virgil M. Graham, Sylvania Electric Products, Inc., Emporium, Pa.

RMA Data Bureau: L. C. F. Horle, 90 West St., New York, N. Y.

Military Standards Committee: Roger M. Wise, Sylvania Electric Products, Inc.; R. H. Fidler, Tung-Sol Lamp Works; J. J. Farrell, General Electric Co.; W. L. Webb, Bendix Radio; D. D. Israel, Emerson Radio & Phonograph Corp.; William Angus, General Electric Co.; H. H. Willis, Sperry Gyroscope Co.; D. G. Little, Westinghouse Electric & Mfg. Co.

Electron Tube Section: R. M. Wise, Chairman Sylvania Electric Products, Inc.; R. H. Fidler, Vice-Chairman, Tung-Sol Lamp Works.

Committees

Receiving Tubes: Dr. P. T. Weeks, Chairman, Raytheon Production Corp.

Cathode Ray Tubes: Dr. T. T. Goldsmith, Chairman, Allen B. DuMont Laboratories, Inc.

Transmitting Tubes: O. W. Pike, Chairman, General Electric Co.

Vacuum Sealed Devices: Dr. A. M. Glover, Chairman.

Type Designations: R. S. Burnap, Chairman.

Mechanical Standardization: E. F. Peterson, Chairman.

Gaseous Control and Conversion Tubes: D. D. Knowles, Chairman.

Transmitter Section: J. J. Farrell, Chairman, General Electric Co.; W. L. Webb, Vice-Chairman, Bendix Radio.

Committees

Fixed Station Transmitters: J. A. Hutchinson, Chairman, Westinghouse Electric & Mfg. Co.

Mobile Transmitters: Frank A. Gunther, Chairman, Radio Engineering Laboratories.

Field Transmitters: D. Mitchell, Chairman, Galvin Manufacturing Corp.

Air Borne Transmitters: M. M. Hucke, Chairman, RCA Manufacturing Co.

Marine Transmitters: E. F. Herzog, Chairman, General Electric Co.

Receiver Section: Dorman D. Israel, Chairman, Emerson Radio & Phonograph Corp.; William Angus, Vice-Chairman, General Electric Co.

Committees

Fixed Station Receivers: A. G. Manke, Chairman, General Electric Co.

Mobile Receivers: B. Ray Cummings, Chairman, Farnsworth Television & Radio Corp.

Field Receivers: G. E. Gustafson, Chairman, Zenith Radio Corp.

Air Borne Receivers: I. J. Kaar, Chairman, General Electric Co.

Marine Receivers: C. Gunther, Chairman, RCA Manufacturing Co.

Electronics Applications Section (Non-Communications): H. H. Willis, Chairman, Sperry Gyroscope Co.; D. G. Little, Vice-Chairman, Westinghouse Electric & Mfg. Co.

RADIO TECHNICAL PLANNING BOARD

Dr. W. R. G. Baker, Chairman, General Electric Co.

Virgil M. Graham, Secretary, Sylvania Electric Products, Inc.

Dr. Ralph Bown, Bell Telephone Laboratories, Inc.

Leonard H. Hole, Columbia Broadcasting System, Inc.; Dr. P. C. Goldmark, Alternate.

Allen B. DuMont, Allen B. DuMont Laboratories, Inc.; Dr. T. T. Goldsmith, Alternate.

B. Ray Cummings, Farnsworth Television & Radio Corp.; Madison Cawein, Alternate.

Dr. E. F. W. Alexanderson, General Electric Co.;I. J. Kaar, Alternate.

Daniel E. Harnett, Hazeltine Service Corp.; W. A. MacDonald, Alternate.

Albert I. Lodwick, Hughes Tool Co.; A. F. Murray, Alternate.

Dr. Alfred N. Goldsmith, Institute of Radio Engineers; H. A. Wheeler, Alternate.

E. W. Engstrom, RCA Mfg. Co.; Dr. C. B. Jolliffe, Alternate.

D. G. Little, Westinghouse Electric & Mfg. Co.

J. V. L. Hogan, National Association of Broadcasters; L. C. Smeby, Alternate.

David B. Smith, Philco Corp.; F. J. Bingley, Alternate.

Dr. R. H. Manson, Stromberg-Carlson Telephone Mfg. Co.; Dr. G. R. Town, Alternate.

Paul Raibourn, Television Productions, Inc.

John R. Howland, Zenith Radio Corp.; J. E. Brown, Alternate.

CHIEF ENGINEERS

OF STATIONS IN UNITED STATES AND CANADA

AS OF JANUARY 1st, 1944

Through a radio manpower survey conducted by RADIO DAILY, it was proved that networks and independent stations alike are doing a most commendable job in keeping the forces on the home front in contact with the ever-occurring incidents on the fighting fronts via the indispensable efforts of the engineering departments. Despite the heavy drainage on manpower in this particular department, no more than six very small stations were forced to discontinue operations for the duration.

Alabama

Anniston, WHMA.....James Hudson
Bessemer, WJLD.....Calaway M. Callicott
Birmingham,
WAPI.....Norman S. Hurley
WBRC.....G. P. Hamann
WSGN.....Gordon Bishop
Dothan, WAGF.....John T. Hubbard
Decatur, WMSL.....Calloway M. Callicott
Gadsden, WJBY.....L. O. Brunes
Huntsville, WBHP.....John Garrison
Mobile,
WALA.....Raymond Hurley
Montgomery,
WCOV.....W. D. Weatherly
WSFA.....Cliff Shelkofsky
Muscle Shoals, WLAY.....John W. Smith
Opelika, WJHO.....F. Marion Hyatt
Selma, WHBB.....T. F. Kelley, Jr.

Arizona

Globe, KWJB.....Herbert Hartman
Jerome, KCRJ.....Wayne Fernyhough
Lowell, KSUN.....Earl Hickman
Phoenix,
KOY.....Francis A. Higgins
KPHO.....Louis Sublett
KTAR.....Harold Haughawout
Prescott, KYCA.....Frederick R. Blackburn
Safford, KGLU.....Herbert Hartman
Tucson, KTUC.....Cliff Livingston
Yuma, KYUM.....Leavenworth Wheeler

Arkansas

Blytheville, KLCN.....Bob Connor
El Dorado, KELD.....A. W. Hearin
Fort Smith, KFPW.....John M. Van Horn
Helena, KFFA.....J. C. Warren
Hot Spring National Park, KTHS.....Cecil Suitt
Little Rock,
KWFC.....Melvin P. Spann
KARK.....Dan L. Winn,
KGHI.....K. F. Tracy
KLRA.....K. F. Tracy
Siloam Springs, KUOA.....Kenneth Maxwell
Texarkana, KCMC.....Charles Mathis

California

Bakersfield,
KERN.....Verne Shatto
Beverly Hills, KMPC.....James LaShaum
Chico, KHSL.....Emory P. Milburn
Eureka, KIEM.....Alvor Olson
El Centro, KXO.....James Coin
Fresno,
KARM.....John F. Scales
KFRE.....Sheldon Anderson
KMJ.....William N. Wallace
Long Beach, KGER.....Ronald Oakley
KFOX.....L. W. McDowell
Los Angeles,
KECA.....H. L. Blatterman, Curtis W. Mason
KFAC.....Owen J. Ford
KFI.....H. L. Blatterman, Curtis W. Mason
KFSG.....Myron Kluge
KFVD.....William Gass
KFWB.....Harry Myers
KGFJ.....Homer Obuchon
KHJ.....Frank Kennedy
KMTR.....Pete Wilson
KNX.....Lester H. Bowman
KRKD.....Willis O. Freitag
Marysville, KMYC.....B. B. Ballard
Merced, KYOS.....Malcolm R. Beavers
Monterey, KDON.....Edward C. Duty
Oakland,
KLS.....Howard Faulknor
KLX.....Ros Smith
KROW.....C. E. Downey
Pasadena,
KPAS.....John A. Smithson
KWKW.....Paul Spargo
Redding, KVCV.....Charles Castor, Jr.
Riverside, KPRO.....Fred Hammond
Sacramento,
KFBK.....Stam Sronce
KROY.....Howard Martinean
San Bernardino, KFXM.....Richard T. Sampson
San Diego,
KFMB.....Charles A. Cooper
KGB.....William G. Collins
San Francisco,
KFRC.....Jim McArdle
KGO.....R. B. Palmer
KPO.....George Greaves
KSAN.....N. J. Patterson
KSFO.....Royal V. Howard
KYA.....Paul C. Schulz
San Jose, KQW.....Ken Owen
San Luis Obispo, KVEC.....Earl Travis
Santa Ana, KVOE.....Wallace S. Wiggins
Santa Barbara,
KDB.....William C. Buckley
KTMS.....Bill McHardie
Santa Rosa, KSRO.....Howard McCauley
Stockton,
KDGM.....Lloyd Amoo
KWG.....Lee Berryhill
Visalia, KTKC.....Bert Williamson
Watsonville, KHUB.....A. J. Cronin

Colorado

Colorado Springs, KVOR.....H. C. Strang
Denver,
KFEL.....Howard Johnson
KLZ.....Harvey Wehrman
KMYR.....Glen James
KOA.....Robert H. Owen
KVOD.....W. D. Pyle, T. C. Ekrem
Durango, KIUP.....John L. Antic
Grand Junction, KFXJ.....Eph Towne
Greeley, KFKA.....Kenneth Cooper
Pueblo, KGHF.....Phil Gundy

Connecticut

Bridgeport,
WICC.....George Keich
WNAB.....Vincent De Laurentis
Hartford,
WDRC.....Italo A. Martino
WNBC.....Roger B. Holt
WTIC.....H. D. Taylor
WTHT.....Charles S. Masini
New Britain, WNBC.....Rogers B. Holt
New Haven, WELI.....Fred T. King
New London, WNLC.....Gerald T. Morey
Waterbury,
WATR.....Harold Thomas
WBRY.....Frank Hales
Stamford, WSRR.....Edward Markman

Delaware

Wilmington, WILM.....J. E. Mathiot
WDEL.....J. E. Mathiot

District of Columbia

Washington,
WINX.....Ralph E. Cannon, Jr.
WTOP.....Clyde Hunt
WMAL.....Dan Hunter
WOL.....Harry Lyon
WRC.....A. E. Johnson
WTOP.....Dona'd Cooper
WWDC.....Ray Carson
WWDC.....Ross H. Berille

Florida

Daytona Beach, WMFJ.....W. Wright Esch
Fort Lauderdale, WFTL.....Fred Clark
Gainesville, WRUF.....Dr. Palmer Craig
Jacksonville,
WJAX.....John T. Hopkins, 3rd
WJHP.....B. Hayford
WMBR.....E. B. Vordermark
WPDQ.....James R. Donovan
Lakeland, WLAK.....Wm. P. Lee
Lake Worth, WWPG.....Paul McGinty
Miami,
WIOD.....Wilton R. Chiles
WQAM.....James Burke, Jr.
Miami Beach, WKAT.Arthur Smith, Thomas Magee
Ocala, WTMC.....Beecher Hayford, Joyce Dice
Orlando,
WDBO.....J. E. Yarbrough
Palm Beach, WWPG.....Paul McGinty
Panama City, WDLP.....Beecher Hayford
St. Augustine, WFOY.....Pat Bernhard
St. Petersburg,
WSUN.....Louis J. Link
WTSP.....Wm. D. Mangold
Sarasota, WSPB.....Bill Sheetz
Tallahassee, WTAL.....William A. Snowden, Jr.
Tampa,
WDAE.....William Pharr Moore
WFLA.....Joe Mitchell
West Palm Beach, WJNO.....E. Whitt MacDowell

Georgia

Albany,
WALB.....De Forest T. Layton
WGPC.....Charles M. Kinnett
Atlanta,
WAGA.....Al Jones
WATL.....R. W. Minton
WGST.....Ben Akerman
WSB.....C. F. Daugherty
Augusta,
WGAC.....John Lyon
Augusta, WRDW.....Harvey Aderhold
Brunswick, WMOG.....Kenneth E. White
Cedartown, WGAA.....Clarence Landress
Columbus, WRBL.....Wilfred Siddle
Cordele, WMJM.....Clayton Lee
Dalton, WBLJ.....W. C. Roberts
Gainesville, WGGA.....F. K. Brown
La Grange, WLAG.....James M. McKay
Macon,
WBML.....H. S. Goodrich
WMAZ.....George P. Rankin, Jr.
Moultrie, WMGA.....James Wilder
Rome, WRGA.....R. L. Starr
Savannah,
WSAV.....Meredith E. Thompson
WTOC.....Claude M. Gray
Toccoa, WRLC.....Wm. S. Kilgore
Valdosta, WGOV.....C. E. Watkins
Waycross, WAYX.....John T. Tobola
West Point, WDAK.....Dige Bishop

Idaho

Boise, KIDO.....James Johntz
Lewiston, KRLC.....Milton MacLafferty
Nampa, KFXD.....Eddie Hurt
Pocatello, KSEI.....Henry H. Fletcher
Twin Falls, KTFI.....Franklin V. Cox
Wallace, KWAL.....Charles Crane

Illinois

Aurora, WMRO.....Philip Olson
Chicago,
WAAF.....Carl Uhlrich
WAIT.....Edward J. Jacker
WBBM.....J. J. Beloungy
WEDC.....Chester Lewicki
WENR.....E. C. Hortsman
WGES.....Edward N. Jacker
WGN.....George Lang
WJJD.....Walter Myers
WLS.....Thomas L. Rowe
WMAQ.....Howard C. Luttgens
WMBI.....A. P. Frye
WSBC.....William Shunk
Chicago, WLS.....G. M. Campbell
Cicero, WHFC.....George M. Ives, Jr.
Danville, WDAN.....Theodore Magin
Decatur, WSOY.....Paul Wnorowski
East St. Louis, WTMV.....Thomas R. McLean
Galesburg, WGIL.....Dale King
Harrisburg, WEBQ.....Joseph R. Tate
Jacksonville, WLDS.....Gerald Cassens
Joliet, WCIS.....Lester De Costa
Peoria, WMBD.....Ted Giles
Quincy, WTAD.....Francis Ventura
Rockford, WROK.....T. C. Cameron
Rock Island, WHBF.....R. J. Sinnett
Springfield, WCBS.....Haro'd L. Dewing
WTAX.....Eli Swaringen
Tuscola, WDZ.....Mark Spies
Urbana, WILL.....A. James Ebel

Indiana

Anderson, WHBU.....L. F. Podhaski
Elkhart, WTRC.....Lester Zellmer
Evansville, WEOA.....Erwin Shoeny
WGBF.....Fay Gehres
Fort Wayne, WGL-WOWO.....Bruce Ratts
Gary, WIND.....Victor H. Voss
Hammond, WJOB.....Stanley Strousberg
WJWC.....William E. Albright
Indianapolis,
WFBM.....Harold Holland
WIBC.....Harry Adams
WIRE.....Eugene E. Alden
WISH.....Stokes Gresham, Jr.
Kokomo, WKMO.....George Palmer
Lafayette, WASK.....Harry C. Garba
Muncie, WLBC.....M. M. Crain
South Bend, WSBT.....H. C. Cole
Terre Haute, WBOW.....Don Aldrich
Vincennes, WAOV.....Gordon Nutty
West Lafayette, WBBA..Bill McCown, Chas. Lester

Iowa

Ames, WOI.....L. L. Lewis
Boone, KFGQ.....Paul R. Huntsinger
Burlington, KBUR.....Bob Busch
Cedar Rapids, WMT.....See Des Moines
Clinton, KROS.....Gilbert Andrew

Davenport, WOC.....Charles Rayburn
Decorah, KWLC.....Oliver M. Eittreim
Des Moines,
KRNT-KSO-WMT.....Paul Huntsinger
WHO.....P. A. Loyet
Dubuque,
KDTH.....Stan Beck
WKBB.....Leonard Carlson
Fort Dodge, KVFD.....Dave Sinclair
Iowa City, WSUI.....S. J. Ebert
Marshalltown, KFJB.....W. Cole Tillotson
Mason City, KGLO.....Roger Sawyer
Ottumwa, KBIZ.....Alvin Johnson
Shenandoah,
KFNF.....Earl Blakesley
KMA.....Ray Schroeder
Sioux City,
KSCJ.....Alvin H. Smith
KTRI.....Earl Huss
Spencer, KICD.....L. W. Nolan
Waterloo, KXEL.....Don Kassner

Kansas

Atchison, KVAK.....Emil Hunnicutt
Coffeyville, KGGF.....Sarto Jaminet
Dodge City, KGNO.....Ralph Hickman
Emporia, KTSW.....Harold E. Davis
Garden City, KIUL.....Robert Wheeler Snyder
Great Bend, KVGB.....Leo Legleiter
Hutchinson, KWBW.....Millard Clary
Kansas City, KCKN.....Bernard Maltby
Lawrence, WREN.....Carl Bliesner
KFKU.....R. P. Stringham
Kansas City, KCKN.....Maren Cardwell
Manhattan, KSAC.....R. C. Dennison
Pittsburg, KOAM.....Leo Stafford
Salina, KSAL.....N. E. Vance, Jr.
Topeka, WIBW.....Karlton G. Marquardt
Wichita,
KANS.....Carl Hall
KFBI.....K. W. Pyle
KFH.....Amos C. Dadisman

Kentucky

Ashland, WCMI.....Clarence Weaver
Bowling Green, WLBJ.....James Hight
Harlan, WHLN.....J. Franke Fox
Henderson, WSON.....Floyd Hubbard
Hopkinsville, WHOP.....James C. Miller
Lexington, WLAP.....Sanford Helt
Louisville,
WAVE.....Wilbur Hudsor
WHAS.....D. C. Summerford
WINN.....Vernon Nunn
New Albany (Louisville).....Perry Esten
Owensboro, WOMI.....Leslie Goodaker
Paducah, WPAD.....U. C. Morris

Louisiana

Alexandria, KALB.....Jesse Sexton
Lafayette, KVOL.....Raymond E. Wheeler
Lake Charles, KPLC.....B. Hillman Bailey, Jr.
Monroe, KMLB.....O. L. Morgan
New Orleans,
WDSU.....C. L. Whitney
WNOE.....Ellis Trepeginer
WWL.....J. D. Bloom, Jr.
Shreveport,
KTBS.....C. H. Maddox
KWKH.....W. E. Antony

Maine

Augusta, WRDO.....Harold Dinsmore
Bangor, WABI.....Walter Dickson
Lewiston, WCOU.....John T. Duty
Portland,
WCSH.....G. Fred Crandon
WGAN.....Roger W. Hodgkins
Presque Isle, WAGM.....Lester E. Hughes

Maryland

Baltimore,
WBAL.....Gerald W. Cooke
WCBM.....A. E. Eckels
WCAO.....Martin L. Jones
WFBR.....William Q. Ranft
WITH.....James Duff
Frederick, WFMD.....A. V. Tidmore
Hagerstown, WJEJ.....George W. McIntire
Salisbury, WBOC.....Peter A. Alfonsi

Massachusetts

WBZ.....W. H. Hauser
WBZA.....H. E. Randol
WCOP.....Roland C. Hale
WEEI.....W. J. Stiles
WHDH.....R. G. Matheson
WNAC.....Paul A. DeMars, Irving Robinson
WORL.....John Parker
Fall River, WSAR.....John C. Pavao
Fitchburg, KEIM.....Theodore Kalin
Greenfield, WHAI.....Leland F. Wheeler
Holyoke, WHYN.....Thomas Humphrey
Hyannis-West Yarmouth, WOCB.....L. D. Trefry
Hyannis, WOCB.....Rodney A. Merrill
Lawrence, WLAW.....George A. Hinckley
Lowell, WLLH.....Ralph Newton
New Bedford, WNBH.....Irving Vermilya
Pittsfield, WBRK.....Leonard Lavendol
Springfield,
WMAS.....Earle G. Hewinson
WSPR.....Lawrence A. Reilly
Worcester,
WAAB.....Joseph Grahn
WTAG.....Elliot A. Browning

Michigan

Battle Creek, WELL.....Earl J. Stone
Bay City, WBCM.....Ralph H. Carpenter
Calumet, WHDF.....George L. Burgan
Detroit,
WJBK.....E. McKenzie
WJLB.....Edward H. Clark
WJR.....Merrill Mitchell
WWJ.....Herbert F. Tank
WXYZ.....Verne C. Alston
East Lansing, WKAR.....Norris E. Grover
Flint, WFDF.....Frank D. Fallain
Grand Rapids, WOOD.....Fred W. Russell
WLAV.....Raymond Plank
Ironwood, WJMS.....Arne Dahlbacka
Jackson, WIBM.....Charles Wirtanen
Kalamazoo, WKZO.....Carl E. Lee
Lansing, WJIM.....Melvin Wirth
Lapeer, WMPC.....Hollis F. Hayes
Muskegon, WKBZ.....George Krivitzky
Pontiac, WCAR.....Wayne N. Cook
Port Huron, WHLS.....Leslie Conant
Royal Oak, WEXL.....Jerome Steadley
Saginaw, WSAM.....Ted Seaman
Sault Ste. Marie, WSOO.....Eugene Kaari
Traverse City, WTCM.....Drew McClay

Minnesota

Albert Lea, KATE.....Lawrence Lawson
Duluth,
KDAL.....Robert A. Dettman
WEBC.....William Lounsberry
Hibbing, WMFG.....Wm. Lounsberry
Mankato, KYSM.....James Houts
Minneapolis,
WCCO.....Hugh S. McCartney
WDGY.....Dr. George W. Young
WLB.....Burton Holmberg
WLOL.....Gene Brautigam, Ogden Prestholdt
WTCN.....Myron Fleming
Moorhead, KVOX.....Richard Hanson
Northfield, WCAL.....O. W. Halderson
Rochester, KROC.....Fred C. Clarke
St. Cloud, KFAM.....Robert B. Witschen
St. Paul, WMIN.....Warren Fritze
Virginia, WHLB.....William E. Lounsberry
Willmar, KWLM.....Lloyd Stenberg
Winona, KWNO.....L. L. McCurnin

Mississippi

Columbus, WCBI.....Jack V. Jones
Greenville, WJPR.....George W. Wilson
Greenwood, WGRM.....Gordon Clark
Gulfport, WGCM.....Donovan Murphy
Hattiesburg, WFOR.....James N. Glore
Jackson, WSLI.....C. A. Perkins
WJDX.....P. G. Root
Laurel, WAML.....Bruce Dennis
McComb, WSKB.....Robert Louis Sanders
Meridian, WOOC.....D. W. Gavin

Natchez, WMIS.....Thomas Patterson
Vicksburg, WQBC.....C. E. Drake

Missouri

Cape Girardeau, KFVS.....Oscar Hirsch
Columbia, KFRU.....Robert Haigh
Hannibal, KHMO.....Raymon Schildknecht
Joplin, WMBH.....Richard Meek
Jefferson City, KWOS.....Harold E. White
Kansas City,
KCMO.....Jack Stewart
KMBC.....A. R. Moler
WDAF.....Joseph A. Flaherty
WHB.....Henry Goldenberg
Poplar Bluff, KWOC.....Don Lidenton
St. Joseph, KFEQ.....Fred H. Damm
St. Louis,
KFUO.....Carl H. Meyer
KWK.....N. J. Zehr
KXOK.....Arthur Rekart
WEW.....George E. Rueppel
WIL.....Chal C. Stoup
Sedalia, KDRO.....Bing G. Wong
Springfield,
KGBX-KWTO.....Fritz Bauer
KTTO.....Frank L. Barker

Montana

Billings, KGHL.....Jeff Kiichli
Bozeman, KRBM.....Jack Provis
Great Falls, KFBB.....Wilbur Myhre
Helena, KPFA.....R. D. Martin
Kalispell, KGEZ.....W. H. Patterson
Miles City, KRJF.....H. W. Panchot
Missoula, KGVO.....Fred Wamble
Sidney, KGCX.....Frank A. Toomey

Nebraska

Fremont, KORN.....James Wirka
Grand Island, KMMJ.....D. Swanson
Hastings, KHAS.....Lloyd Jones
Kearney, KGFW.....Jack Lewis
Lincoln, KFAB-KFOR.....Mark W. Bullock
Norfolk, WJAG.....Frank Weidenbach
North Platte, KGNF.....J. B. Eaves
Omaha,
KBON.....Richard Wlna
KOIL.....Mark Bullock
WOW.....William J. Kotera
Scottsbluff, KGKY.....Harland Morrison

Nevada

Reno, KOH.....Tom Boland

New Hampshire

Keene, WKNE.....Ernest Batchelder
Laconia, WLNH.....Louis Steady
Manchester,
WFEA.....Reginald A. B. Schow
WMUR.....Vincent H. Chandler
Portsmouth, WHEB.....Paul Lindsay

New Jersey

Asbury Park, WCAP.....Gordon Shaw
Atlantic City,
WBAB.....Earle Godfrey
WFPG.....Blair K. Thron
Bridgeton, WSNJ.....Francis Fckel
Camden, WCAM.....C. E. Onens
Jersey City,
WHOM.....Theodore Gemp
Newark, WAAT.....Anthony Castellani
Paterson, WPAT.....Earl F. Lucas
Trenton,
WTNJ.....Edward P. Knowles
Zaraphath, WAWZ.....Nathaniel Wilson

New Mexico

Albuquerque,
KGGM.....Leonard Dodds
KOB.....George S. Johnson
Carlsbad, KAVE.....Carl C. Cook
Clovis, KICA.....Vernon Hughes
Hobbs, KWEW.....Chet L. Gonce
Las Vegas, KFUN.....A. F. Schultz
Roswell, KGFL.....Melvin Unger

New York

Albany,
WABY.....J. H. Corey
WOKO.....O. A. Sardi
Auburn, WMBO.....Herbert House
Batavia, WBTA.....Howard Cochran
Binghamton, WNBF.....Lester H. Gilbert
Brooklyn,
WBYN.....Peter Testan
WLIB.....Arthur Faske
Buffalo,
WBEN.....Ralph J. Kingsley
WBNY.....Thomas L. Vines
WEBR.....Raymond Lamy
WGR.....K. B. Hoffman
WKBW.....K. B. Hoffman
Elmira, WENY.....Thurlow A. Greane
Freeport, WGBB.....Robert Milos
Ithaca, WHCU.....True McLean
Jamestown, WJTN.....Harold J. Kratzert
Kingston, WKNY.....W. J. Fahey
Middletown, WALL.....Ernest Warnock
Newburgh, WGNY.....Marvin Seimes
New York,
WABC.....Henry Grossman
WBNX.....A. L. Solbrig
WEAF (NBC).....F. A. Wankel
WEVD.....Charles Brown
WHN.....Paul Fuelling
WINS.....J. P. McNally
WJZ (Blue Network).....George Milne
WMCA.....Frank Marx
WOR.....J. R. Poppele
WOV.....Hillis W. Holt
WNEW.....M. J. Weiner
WQXR.....Russell D. Valentine
Niagara Falls, WHLD.....Robert Wilson
Ogsdenburg, WSLB.....Clifford Moore
Olean, WHDL.....Thomas J. Gill
Plattsburg, WMFF.....Jack Nazak
Poughkeepsie, WKIP.....John Burke
Rochester,
WHAM.....Kenneth Gardner
WHEC.....Bernard C. O'Brien
WSAY.....Gordon P. Brown
Schenectady, WGY.....Victor Campbell
Schenectady, WGY.....W. J. Purcell
WSNY.....Irving P. Beck
Syracuse,
WAGE.....Charles Brannen
WFBL.....Alfred R. Marcy
WOLF.....David Foote
WSYR.....A. G. Belle Isle
Troy, WTRY.....Woodbury Carter
Troy, WTRY....William Watson, W. J. Lardner
Troy, WHRY.....Waldo Whitman
WHAZ.....Hiram D. Harris
Utica, WIBX.....Michael Carlo
Watertown,
WATN.....J. A. Perry
WWNY.....Maynard B. Davis
White Plains, WFAS.....Frank A. Seitz
Woodside, WWRL.....William H. Reuman

North Carolina

Asheville, WISE.....Madeline Hollerith
WWNC.....Cecil Hoskins
Burlington, WBBB.....James Beatty
Charlotte,
WAYS.....John C. Price
WBT.....M. J. Minor
WSOC.....L. L. Caudle, Jr.
Durham, WDNC.....Walter Hill
Elizabeth City, WCNC.....James M. Wall
Fayetteville, WFNC.....Howard Harrell
Gastonia, WGNC.....W. C. Groves, Jr.
Goldsboro, WGBR.....Daniel B. Trueblood
Greensboro,
WBIG.....Earl Allison

WGBG.....Joseph Warlick
Greenville, WGTC.....Hank Tribley
Hickory, WHKY.....E. S. Long
High Point, WMFR.....Robert P. Boyd
Kinston, WFTC.....David Hardison
New Bern, WHIT.....Glen Neuville
Raleigh,
WPTF.....Henry Hulick, Jr.
WRAL.....Stanley H. Brown
Roanoke Rapids, WCBT.....C. W. Mears
Salisbury, WSTP.....Carl B. Watson
Washington, WRRF.....George P. Martin
Wilmington, WMFD.....E. I. Herring
Wilson, WGTM.....Warren Wooten
Winston-Salem,
WAIR.....Lee King
WSJS.....Phil Hedrick

North Dakota

Bismarck, KFYR.....Ivar Nelson
Devil's Lake, KDLR.....Richard Moritz
Fargo, WDAY.....Julius Hetland
Grand Forks, KFJM.....Edwin J. O'Brien
Jamestown, KSJB.....Kenneth L. Rich
Minot, KLPM.....C. W. Baker
Valley City, KOVC.....Charles Sjostrom

Ohio

Akron,
WADC.....John Aitkenhead
WAKR.....Wm. W. Robertson
Ashtabula, WICA.....G. G. Gautney
Canton, WHBC.....Kenneth L. Sliker
Cincinnati
WCKY.....Harvey Glatstein
WCPO.....Roger Wetz
WKRC.....George Wilson
WLW.....R. J. Rockwell
WSAI.....R. J. Rockwell
Cleveland,
WCLE.....Ralph DeLany
WGAR.....R. Morris Pierce
WHK.....Ralph DeLany
WJW.....Gerold G. Roberts
WTAM.....S. E. Leonard
Columbus,
WBNS.....Lester H. Nafzger
WCOL.....James E. Lowe
WHKC.....J. E. Anderson
WOSU.....C. H. Boehnker
Dayton,
WHIO.....Ernest L. Adams
WING.....Paul F. Braden
Findlay, WFIN.....Edgar Smith
Lima, WLOK.....Jack E. Bannon
Mansfield, WMAN.....Perry Wilson
Marion, WMRN.....S. Robert Morrison
Portsmouth, WPAY.....Maurice Myers
Springfield, WIZE.....Arthur Martin
Steubenville, WSTV.....Joseph M. Troesch
Toledo,
WSPD.....William Stringfellow
WTOL.....John Sheehan
Warren, WWRN.....Charles J. Burton
Youngstown, WKBN.....B. T. Wilkins
WFMJ.....Frank Dieringer
Zanesville, WHIZ.....William A. Hunt

Oklahoma

Ada, KADA.....Harold Walker
Ardmore, KVSO.....C. M. Milner
Bartlesville, KWON.....E. Dallas De Grafenreid
Elk City, KASA.....G. W. Patterson
Enid, KCRC.....Paul Snell
Lawton, KSWO.....W. E. Billington
Muskogee, KBIX.....D. W. Hoisington
Norman, WNAD.....Clyde Farrar
Oklahoma City,
KOCY.....Harold Durham
KOMA.....M. W. Thomas
KTOK.....Clifford Easum
WKY.....Herman J. Lovell
Okmulgee, KHBG.....Chester Ludwick
Shawnee, KGFF.....S. Ricciotti
Tulsa,
KOME.....Bob Dryden
KTUL.....Robert Snider
KVOO.....L. W. Stinson

Oregon

Albany, KWIL.....Herb Davidson
Astoria, KAST.....James M. Titus
Baker, KBKR.....Sidney Williams
Bend, KBND.....Wallace Guthrie
Corvallis, KOAC.....Grant S. Feikert
Eugene, KORE.....Harold Gander
Grant's Pass, KUIN.....Edward A. Malone
La Grande, KLBM.....Murray Durham
Marshfield, KOOS.....Pete Gray
Medford, KMED.....Dave Rees
Pend'eton, KWRC.....Paul E. Walden
Portland,
KBPS.....Louis Ballinger
KEX-KGW.....Harold Singleton
KALE-KOIN.....Louis S. Bookwalter
KWJJ.....Wilbur Jerman
KXL.....Lew Ballinger
Roseburg, KRNR.....Henry J. Chandler, Jr.
Salem, KSLM.....Clyde Carlton

Pennsylvania

Altoona, WFBG.....George R. Burgoon
Butler, WISR.....Paul Rex
Du Bois, WCED.....Vernon Stahl
Easton, WEST.....J. E. Mathiot
Erie, WERC.....Thomas Phillips, Jr.
WLEU.....Clarence Baker
Grove City, WSAJ.....H. W. Harmon
Harrisburg,
WHP.....R. S. Duncan
WKBO.....J. E. Mathiot
Hazleton, WAZL.....J. E. Mathiot
Johnstown, WJAC.....Nevin Straub
Lancaster, WGAL.....J. E. Mathiot
Lewistown, WMRF.....Bernard H. Bopp
New Castle, WKST.....Robert Emch
Philadelphia,
KYW.....Ernest H. Gager
WCAU.....George Lewis
WDAS.....Frank Unterberger
WFIL.....Louis E. Littlejohn
WIBG.....John H. Henninger
WIP.....Clifford Harris
WPEN.....Charles W. Burtis
Pittsburgh,
KDKA.....T. C. Kenney
KQV.....Walter McCoy
WCAE.....James Schultz
WJAS.....Walter McCoy
WWSW.....Roy Harlow
Reading,
WEEU.....H. O. Landis
Scranton,
WARM.....Adolph Oschmann
WGBI.....Kenneth R. Cooke
Sharon, WPIC.....A. C. Heck
Sunbury, WKOK.....John Keller
Uniontown, WMBS.....William Henzly
Washington, WJPA.....Joseph M. Troesch
Wilkes-Barre,
WBAX.....John Stenger, Jr.
WBRE.....Charles Sakoski
Williamsport, WRAK.....Louis N. Persio
York,
WORK.....J. E. Mathiot
WSBA.....Willis Weaver

Rhode Island

Pawtucket, WFCI.....Gilbert Johnson
Providence, WPRO.....Howard W. Thornley
WEAN.....Harry Tilley
WJAR.....Thomas Prior

South Carolina

Anderson, WAIM.....Harold C. Spengler
Charleston,
WCSC.....Wilbur Albee
WTMA.....Douglass M. Bradham
Columbia,
WCOS.....Harry Clippard
WIS.....Scott Helt
Florence, WOLS.....Herman Hanks
Greenville, WFBC.....Clyde Etheridge
WMRC.....George D. Tare
Greenwood, WCRS.....E. C. Niemann
Spartanburg, WORD-WSPA,
Murray Coleman, Harold Beckholt
Sumter, WFIG.....William E. Williams

South Dakota

Aberdeen, KABR.....Delbert T. Hunt
Pierre, KGFX.....Robert H. Dye
Rapid City,
KOBH.....A. E. Griffiths
WCAT.....E. E. Clark
Sioux Falls, KELO-KSOO.....Max Staley
Vermillion, KUSD.....George Nordquist
Watertown, KWAT.....Francis Atwin
Yankton, WNAX.....Clifford Todd

•

Tennessee

Bristol, WOPI.....R. H. Smith
Chattanooga, WDEF.....Vann Campbell
Chattanooga,
WAPO.....B. B. Barnes
WDEF.....B. C. Baker
WDEF.....Vernon Campbell
WDOD.....Julius Vessels
Clarksville, WJZM.....John Bailey
Cookeville, WHUB.....Charles Bureh
Jackson, WTJS.....B. Carey Brummiel
Johnson City, WJHL.....O. K. Garland
Kingsport, WKPT.....G. W. Upchurch
Knoxville,
WBIR.....J. Rex Horton
WNOX.....John L. Cole, Jr.
WROL.....Owen McReynolds
Memphis,
WHBQ.....W. M. Roy
WMC.....E. C. Frase, Jr.
WMPS.....J. G. Deaderick
WREC.....S. D. Wooten, Jr.
Nashville,
WLAC.....F. D. Binns
WSIX.....Walter Ferguson
WSM.....George Reynolds

•

Texas

Abilene, KRBC.....J. B. Casey
Amarillo,
KFDA.....Howard Blaker
KGNC.....Wm. H. Torrey
Austin,
KNOW.....James E. Lewis
KTBC.....M. W. Jeffus
Beaumont, KRIC.....Ben Hughes
KFDM.....L. M. Sanders
Big Spring, KBST.....Andrew M. Jones
Brownsville, KEEW.....Glenn McIntosh
Brownwood, KBWD.....A. W. Stewart
College Station, WTAW.....H. C. Dillingham
Corpus Christi,
KEYS.....Earle C. Dunn
KRIS.....Robert S. Bush
Corsicana, KAND.....Gene Hellum
Dallas,
KRLD.....Roy M. Flynn
KSKY.....Morris M. Ming
WFAA.....Raymond Collins
WRR.....D. J. Tueker
El Paso,
KROD.....Edward P. Talbott
KTSM.....E. L. Gemoets
Fort Worth,
KFJZ.....Truett Kimzey
KGKO.....R. C. Stinson
WBAP.....R. C. Stinson
Galveston, KLUF.....Lee Clough
Harlingen, KGBS.....Sherman L. Spencer
Houston,
KPRC.....H. T. Wheeler
KTRH.....Howard Robinson
KXYZ.....Gerald Chinski
Huntsville, KSAM.....Robert Newton
Laredo, KPAB.....Hulan Smith
Lubbock, KFYO.....W. S. B'edsoe
Midland, KRLH.....Jack Cecil
Palestine, KNET.....B. A. Laurie
Pampa, KPDN.....Howard Blaker
Paris, KPLT.....Mitchell Secrest
Port Arthur, KPAC.....Cliff Hamilton
San Angelo, KGKL.....Frank Jones
San Antonio,
KABC.....Paul Wolf
KMAC.....Charles F. Harris
KONO.....George W. Ing
KTSA.....W. G. Egerton
WOAI.....Fred Sterling
Sweetwater, KXOX.....G. W. Dotson
Temple, KTEM.....Paul Shaw
Texarkana, KCMC.....Paul McCaslin
Tyler, KGKB.....John B. Sheppard
Vernon, KVWC.....Herman Ridgway
Victoria, KVIC.....Robert McCown
Waco, WACO.....L. H. Appleman
Weslaco, KRGV.....O. L. Hartwig
Wichita Falls, KWFT.....John Adams

•

Utah

Logan, KVNU.....C. N. Layne
Ogden, KLO.....W. D'Orr Cozzens
Provo, KOVO.....Gerald Peterson
Salt Lake City,
KDYL.....John M. Baldwin
KUTA.....Lyle Wahlquist

•

Vermont

Burlington, WCAC.....John C. Quill
Rutland, WSYB.....David Lyons
St. Albans, WWSR.....Theodore Boisvert
Waterbury, WDEV.....Paul Hurd

•

Virginia

Charlottesville, WCHV.....Walter Gray
Covington, WKEY.....James Garber
Danville, WBTM.....Harry W. Spencer
Fredericksburg, WFVA.....Phil Whitney
Harrisonburg, WSVA.....Warren L. Braun
Lynchburg, WLVA.....John Orth
Martinsville, WMVA.....Dewey W. Muse
Newport News, WGR.....William P. Grether
Norfolk, WTAR.....Julius L. Grether
Petersburg, WPID.....Fred Wagner
Portsmouth, WSAP.....E. Denzil Pulley
Richmond,
WBBL.....R. W. Raabe
WMBG.....Wilfred H. Wood
WRNL.....Rudolph W. Raabe
WRVA.....David C. Woods
Roanoke,
WDBJ.....J. W. Robertson
WSLS.....Philip Briggs
Suffolk, WLPM.....Fred Wagner
Winchester, WINC.....Richard F. Lewis, Jr.

•

Washington

Aberdeen, KXRO.....Kenneth Grinde
Centralia-Chehalis, KELA.....Ellwood Lippeneott
Everett, KEVE.....Ray Hilgers
KRKO.....Roy C. Towne
Olympia, KGY.....Walter McGoffin
Pullman, KWSC.....George M. Frese
Seattle,
KEVR.....John L. Kelley
KIRO.....James Hatfield
KJR.....F. J. Brott
KOL.....Perry C. Lind
KOMO.....F. J. Brott
KRSC.....George Freeman
KXA.....John Dubuque
Spokane,
KFIO.....Dee Waymire
KFPY.....George Langford
KGA-KHQ.....G. E. Grady
Tacoma,
KMO.....Joe Kolesar
KTBI.....Joseph P. Ernst
KVI.....Raymond Griese
Walla Walla, KUJ.....M. L. MacLafferty
Vancouver, KVAN.....S. W. McCready
Yakima, KIT.....Harry B. Murphy

•

West Virginia

Beckley, WJLS.....Al J. Ginkle
Bluefield, WHIS.....P. T. Flanagan
Charleston,
WCHS.....Odes E. Robinson
WGKV.....Odes Robinson

Clarksburg, WBLK.....Joseph A. Wright
Fairmont, WMMN.....Robert Hough
Huntington, WSAZ.....John R. Csensich
Morgantown, WAJR.....Ray C. Spense
Parkersburg, WPAR.....Cecil Knowles
Welch, WBRW.....John Timberlake
Wheeling,
WKWK.....Fred Baker
WWVA.....Edwin L. Keim

Wisconsin

Appleton, WHBY.....George Merkle
Ashland, WATW.....Hine Dahlbacka
Eau Claire, WEAU.....T. O. Jorgenson
Fond du Lac, KFIZ.....Wendell S. Meyers
Green Bay, WTAQ.....Wallace Stengel
Janesville, WCLO.....William Havens
La Crosse, WKBH.....Al Leeman
Madison,
WHA.....John Stiehl
WIBA.....Norman Hahn
Manitowoc, WOMT.....W. F. Dubin
Marinette, WMAM.....Martin R. Lund
Medford, WIGM.....Gerald J. Boos
Milwaukee,
WEMP.....Raymond Host
WISN.....N. J. Richard
WTMJ.....Daniel W. Gellerup
Oshkosk, WOSH.....Nathan Willams
Poynette, WIBU.....Leonard Doese
Racine, WRJN.....F. Lee Dechant
Rice Lake, WJMC.....Albert Bertha
Sheboygan, WHBL.....Herbert Mayer
Stevens Point, WLBL.....Walter Ninneman
Superior, WDSM.....Melvin Laskey
Wausau, WSAU.....Roland Richardt
Wisconsin Rapids, WFHR.....Garth N. Bowker

Wyoming

Cheyenne, KFBC.....Gaal Barrett
Powell, KPOW.....Del Brandt
Rock Springs, KVRS.....Archie Buchanan
Sheridan, KWYO.....Robert F. Crossthwaite

Alaska

Anchorage, KFQD.....Wm. J. Wagner
Fairbanks, KFAR.....August G. Hiebert
Juneau, KINY.....Vincent I. Kraft

Hawaii

Honolulu, KGMB.....Ernest Lindemann

Puerto Rico

Ponce, WPAB.....Jose Sepulveda
San Juan, WIAC.....Alfonso Sanchez

Canada

Alberta

Calgary, CFAC.....Earl C. Connor
CFCN.....W. V. McLaughlin
CJCJ.....Patrick Green
Edmonton,
CFRN.....F. Makepeace
CJCA.....Gordon Shillabeer
CKUA.....Roy Usher
Grande Prairie, CFGP.....Oswald Thorkalson
Lethbridge, CJOC.....James Ibey

British Columbia

Chilliwack, CHWK.....Jack Pilling
Kamloops, CFJC.....Alfred G. Laird
Kelowna, CKOV.....J. H. B. Browne
Nelson, CKLN.....R. I. Walker
Prince Rupert, CFPR.....C. H. Insulander
Trail, CJAT.....E. C. Aylen
Vancouver,
CBR.....Norman Olding
CKMO.....R. Whiteside
CKWX.....Gordon Fairweather
Victoria, CJVI.....J. Sommers

Manitoba

CKRC.....A. W. Hooper
Winnipeg, CKY.....W. A. Duffield

New Brunswick

Campbellton, CKNB.....L. P. Paquet
Fredericton, CFNB.....E. S. Cassidy
Moncton, CKCW.....A. J. White
Sackville, CBA.....Rachel Campbell
Saint John, CHSJ.....J. G. Bishop

Nova Scotia

Antigonish, CJEX.....Gordon MacDougall
Halifax, CHNS.....A. W. Greig
Sydney, CJCB.....A. Vernon
Yarmouth, CJLS.....Donald L. Smith

Ontario

Brantford, CKPC.....Alfred Teague
Brockville, CFBR.....G. W. Andrews
Chatham, CFCO.....Gordon Brooks
Hamilton,
CHML.....William Crawford
CKOC.....L. Horton
Kingston,
CFRC.....Professor H. S. Stewart
CKWS.....George McCurdy
Kirkland Lake, CJKL.....Tom Watson
Kitchener, CKCR.....Ion Hartman
London, CFPL.....Cecil York
North Bay, CFCH.....Jack Barnaby
Ottawa, CBO.....E. C. Stewart
Owen Sound, CFOS.....William Vallins
Petersborough, CHEX.....Bert Crump
Prescott, CFLC.....G. W. Andrews
Sault St. Marie, CJIC.....M. Fisher
Sault St. Marie, CJIC.....S. C. Cusack
Stratford, CJCS.....George Hildebrand
Sudbury, CKSO.....Jim McRae
Timmins, CKGB.....Ernest Mott
Toronto,
CBL.....Howard Hilliard
CJBC.....Howard Hilliard
CFRB.....Jack Sharpe
CKCL.....Ernest O. Swan
Windsor, CKLW.....W. J. Carter
Wingham, CKNX.....Gerald Cruickshank

Prince Edward Island

Charlottetown, CFCY.....R. F. Large
Summerside, CHGS.....Angus MacKee
Chicoutimi, CBJ.....J. E. Roberts
Hull, CKCH.....Max Gebhardt

Quebec

Amos, CHAD.....George H. Pope
Montreal,
CBF.....E. D. Roberts
CBM.....E. D. Roberts
CFCF.....J. G. Gettenby
CHLP.....Alphonse Cloutier
CKAC.....Leonard Spencer
Montreal, CBM.....Rupert Caplan
New Carlisle, CHNC.....J. R. McGough
Quebec, CHRC.....Arsene Nadeau
CKCV.....Albert Duberger
Rouyn-Noranda, CKRN.....George H. Pope
Sherbrooke, CHLT.....Romeo Frechette
Three Rivers, CHLN.....Leon Trepanier
Val D'Or, CKVD.....George Pope
Ste-Anne-de-la-Pocatiere, CHGB..L. M. Desjardins

Saskatchewan

Moose Jaw, CHAB.....M. Pickford
Prince Albert, CKBI.....Tom Vaness
Regina,
CJRM.....William McDonald
CKCK.....E. A. Strong
Saskatoon, CFQC.....Stan Clifton
Watrous, CBK.....L. J. Marshall

AN UP-TO-THE-MINUTE LIST OF IMPORTANT

EQUIPMENT FIRMS

SUPPLYING RADIO IN ALL OF ITS BRANCHES

H. W. Acton Co., Inc.

370 Seventh Ave., New York, N. Y.
Phone LOngacre 5-4884

President.....Harry W. Acton
Treasurer.....Harold A. Bengeyfield

BRANCH OFFICE: Lowell, Mass.

PRODUCTS: Transcription, phonograph cutting and semi-permanent needles.

The Acme Elec. & Mfg. Co.

50 Water St., Cuba, N. Y.
Phone Cuba 4

President.....C. H. Bunch
Vice-President, Chief Engineer
J. A. Comstock
Treasurer.....L. E. Williams
Secretary.....W. F. Radon

BRANCH OFFICE: Clyde, N. Y.

PRODUCTS: Transmitting transformers, broadcast equipment, audio reactors, output and microphone input transformers, and other types of transformers.

Admiral Corporation

Formerly
Continental Radio and Television Corp.
3800 Cortland St., Chicago 47, Ill.
Phone: SPAlding 1400

President.....Ross D. Siragusa
Vice-President Production.....John Huarisa
Sales Manager.....J. H. Clippinger
Treasurer.....L. C. Park

PRODUCTS: Receiving sets, radio-phonograph combinations, FM receiving sets, record-players, parts.

Aerovox Corp.

740 Belleville Ave., New Bedford, Mass.

President.....S. I. Cole
Sales Manager.....Charles Golenpaul

PRODUCTS: Capacitors, paper, electrolytic and mica, for transmitting, receiving and electronic applications, including paper, oil and wax impregnated, moulded-mica, bakelite-cased and ceramic-cased-mica capacitors; carbon and wire-wound resistors; electrolytics for filter circuits, motor-starting and industrial applications.

Aircraft Accessories Corp.

Fairfax & Funston Roads, Kansas City, Kans.
Phone: FAirfax 3200

President.....Randolph C. Walker
Vice-President.....Clifford C. Andrews
Sales Manager.....Emery Johnson

PRODUCTS: Transmitters, piezo-electric crystals aviation antenna.

Airdesign & Fabrication

241 Fairfield Avenue, Upper Darby, Pa.

President & Chief Engineer..L. E. Pamphilon
Plant Superintendent.....W. R. Keenly
Vice-President & Treasurer.....W. C. Faust

PRODUCTS: Power transformers, reactors, audio input and output transformers, iron core filters, and relay coils.

Air King Products Co., Inc.

1523-29 Sixty-third St., Brooklyn, N. Y.
Phone: BEachview 2-6700

President.....J. P. Lieberman
Vice-President.....H. D. Halperin
Sales Manager.....Jules Frank

PRODUCTS: Receiving sets, radio-phonograph combinations, television receiving sets.

Allen-Bradley Co.

136 W. Greenfield Ave., Milwaukee, Wisc.
Phone: MItchell 5151

President.....Harry L. Bradley
Vice-President & General Manager
F. F. Loock

PRODUCTS: Fixed and variable composition resistors.

The Alliance Manufacturing Co.

Lake Park Blvd., Alliance, Ohio

President.....W. H. Purcell
General Manager.....Owen L. Lewis

PRODUCTS: Phonograph motors, record changer motors, recording motors, tuning motors.

American Condenser Corp.

2508 S. Michigan Ave., Chicago, Ill.
Phone: CAlumet 5903

President & General Manager
Irving Menschik

PRODUCTS: Transmitting condensers, electrolytic condensers, ignition condensers, by-pass condensers, telephone condensers.

American Microphone Co., Ltd.

1915 S. Western Ave., Los Angeles, Calif.
Phone PA 1161

President.....P. S. Gramer
Vice-President.....F. A. Yarbrough
Secretary.....Z. R. Yarbrough

PRODUCTS: Microphones.

American Microphone & Telephone Co.

1220 Glendon Ave., Los Angeles, Calif.
President.....C. W. Evans
Supt., Intercommunicating Equipment
M. E. Harris
Foreman, Microphone Dept.....O. B. Carrier
PRODUCTS: Microphones, intercommunicating telephones, talk-back equipment, amplifiers.

The American Steel Package Co.

Squire Ave., Defiance, Ohio
President.....G. E. Behringer
Sales Manager.....W. F. Reiter
PRODUCTS: Variable gang tuning condensers, air trimmer condensers.

Amertype Recordgraph Corporation

333 West 52nd Street, New York 19, N. Y.
PRODUCTS: Sound Recording Instruments for Radio Stations, 2-Way Telephone Conversations Where Authorized, Radio Interception and Monitoring.

Amperex Electronic Products

79 Washington St., Brooklyn, N. Y.
Phone Cumberland 6-4430
Sales Manager.....S. Norris
BRANCH OFFICES: 1623 S. Hill St., Los Angeles, Cal.; 3218 Western Ave., Seattle, Wash.; 9 S. Clinton St., Chicago, Ill. PRODUCTS: Transmitting Tubes.

Amplifier Co. of America

398 Broadway, New York 13, N. Y.
CAnal 6-7612
General Manager.....N. M. Haynes
Chief Engineer.....A. C. Shaney
Sales Manager.....H. S. Manney
PRODUCTS: Electronic equipment, Regulated Power Supplies, Amplifiers, Transformers, Filter Networks.

Amy, Aceves & King, Inc.

11 West 42nd St., New York 18, N. Y.
Phone LOngacre 5-6622
President .....Ernest V. Amy
General Manager.....Frank King
PRODUCTS: Antenna Systems, Radio Transmitters and Receivers.

Andrea Radio Corp.

43-20 *Thirty-fourth St., Long Island City,* N. Y.
Phone: STillwell 4-4754
President.....F. A. D. Andrea
PRODUCTS: Receiving sets, television sets.

Ansley Radio Corp.

21-10 49th Ave., Long Island City, N. Y.
Phone IRonsides 6-2520
President.....Arthur C. Ansley
Secretary-Treasurer.....Anne Klein Ansley
Purchasing Agent.....D. Prato
PRODUCTS: Radio-Phonograph Combinations, Marine Direction Finder, Govt. war work.

The Arnold Engineering Co.

147 E. Ontario St., Chicago, Ill.
Phone: WHItehall 6677
President-General Manager
Robert M. Arnold
PRODUCTS: Alnico permanent magnets and other magnetic material.

Audak Company

500 Fifth Ave., New York, N. Y.
Phone LA 4-3723
Contact.....Geo. V. Sullivan
BRANCH OFFICES: All key cities.
PRODUCTS: Microdyne Pickups, Cutting Heads, and Acoustic Instruments.

Audio Devices, Inc.

1600 Broadway, N. Y. C.
Phone CI 5-5696
President.....Hazard E. Reeves
General Manager.....Bryce Haynes
Traffic Manager.....Donald E. Ward
Research Engineer.....E. J. Frank
PRODUCTS: Instantaneous Acetate Recording Blanks, All Types of Cutting and Playback Style, Audiodisc Chipchaser and Groovoscope, Audio Devices Sound Effects Kit, and Audiodisc Recording Blanks.

The Audio-Tone Oscillator Company

237 John Street, Bridgeport 3, Connecticut
Phone: Bridgeport 3-8370 and 3-6857
President.....W. Robert Dresser
Chief Engineer.....W. Robert Dresser
Service Manager.....Robert F. Carother
Purchasing Agent.....John J. Bepko
PRODUCTS: Audio- Frequency Oscillators, Signal and Square Wave Generators, Recorders and Wattmeters, Graphic Sound Pressure Audio-Frequency and Power Line, Electronic and Photo-Electric Controls.

John F. Beasley Construction Co.

P. O. Box 1624, Muskogee, Okla.
Phone Muskogee 4762
Owner.....John F. Beasley
BRANCH OFFICE: 1303-4 Gulf States Bldg., Dallas, Tex. PRODUCTS: Steel construction (radio towers).

Automatic Radio Mfg. Co.

122 Brookline Ave., Boston, Mass.
Phone: COMmonwealth 1420
President.....David Housman
Sales Manager.....F. P. Altshul
PRODUCTS: Receiving sets.

Bank's Manufacturing Co.

1105 Lawrence Ave., Chicago, Ill.
Phone: LONg Beach 6272
Owner.....Maurice Bank
Sales Manager.....M. Hoaglund
PRODUCTS: Public address systems, amplifiers, low capacity relays and special parts.

The Bead Chain Manufacturing Co.

110 Mountain Grove St., Bridgeport, Conn.
Phone BRidgeport 4-4124

President-General Manager....W. G. Bryant
Vice-President & Sales Manager..W. G. Blatz
Assistant Treasurer.....M. H. Doolittle
Engineer.....N. R. Smith

PRODUCTS: Radio Contact Prongs, Radar Components.

Belmont Radio Corp.

5921 Dickens Ave., Chicago, Ill.
Phone: BERkshire 7000

President.....P. S. Billings
Vice-President.....H. C. Mattes
Sales Manager.....S. Freshman

PRODUCTS: Receiving sets, radio-phonograph combinations, amplifiers.

Bendix Radio (Division of Bendix Aviation Corp.)

East Joppa Rd., Towson, Md. (Gen. Offices)
Director of Sales & Engineering
W. P. Hilliard
Sales Contact.....J. W. Hammond
General Manager.....Hugh Benet

PRODUCTS: Receiving sets, transmitters, radio compasses and accessories.

Bentley, Harris Mfg. Co.

Hector & Lime Sts., Conshohocken, Pa.
President-General Manager
William H. Bentley

PRODUCTS: Varnished tubing, saturated sleeving, Fiberglas varnished tubing and sleeving.

William Brand & Co.

276 Fourth Ave., New York, N. Y.
Phone: ALgonquin 4-4929

PRODUCTS: Insulating, varnished tubing, synthetic extruded tubing, saturated sleeving, mica condenser films and fabricated parts, mica sheets, mica composites, varnished cambric and paper, etc.

Blaw-Knox Co.

Pittsburgh, Pa.
Phone St. 2700

BRANCH OFFICES: Peoples Gas Bldg., Chicago; Brown-Marx Bldg., Birmingham, Ala.; 342 Madison Ave., N. Y. C.; 1617 Pennsylvania Blvd., Phila.; Munsey Bldg., Wash., D. C. PRODUCTS: Radio Towers.

Bliley Elec. Co.

P. O. Box 1070, Erie, Pa.
Phone 26-857

President.....F. D. Bliley
Sales Manager.....G. E. Wright
Comptroller.....O. L. Horsman
Advertising Manager.....F. A. Lennberg
General Manager.....C. C. Collman
Chief Engineer.....J. M. Wolfskill
Production Manager.....W. R. Mong

PRODUCTS: Quartz Piezo-Electric Crystals and Mountings. Quartz Crystals for Transmitter and Receiver Frequency Control, for Filters, Ultrasonics, Piezo-Electric Pressure Gauges and for special optical or electrical applications.

Boonton Radio Corp.

P. O. Box 390, Boonton, N. J.
Phone Boonton 8-0795

President.....W. D. Loughlin
Sec'y-Treasurer.....N. D. Campbell
General Manager.....G. A. Downsbrough

PRODUCTS: Q-Meters, F.M. Signal Generators, Beak Frequency Generator, QX Checkers.

Browning Laboratories, Inc.

750 Main St., Winchester, Mass.
Phone WINchester 2121

President.....G. H. Browning
Vice-President & Sales Manager
R. L. Purrington
General Manager.....C. H. Day

PRODUCTS: Frequency meters, FM apparatus, capacity relays.

The Brush Development Co.

3311 Perkins Ave., Cleveland 14, Ohio
Phone: Endicott 3315

Chairman of Board.....W. R. Burwell
President.....A. L. Williams
Vice-President.....V. B. Phillips
Advertising-Personnel.....W. H. Shelton

PRODUCTS: Microphones, headphones, phonograph pickups, record cutters, magnetic tape recording equipment.

Bud Radio, Inc.

2118 E. 55th St., Cleveland, O.
Phone HE 7166

President.....Max L. Haas
Vice President.....George Grostick
General Manager.....M. L. Haas
Treasurer.....H. A. Haas
Secretary.....M. C. Dawson
Engineer.....R. B. Applegate
Production Manager.....A. M. Crombie

PRODUCTS: Visible Condensers, Relay Racks, Panels, Chassis, Cabinets, Coils, R. F., Band Switching, Plugs, Switches, Jacks, dials, Sockets, Name Plates, Tube Shields.

William W. L. Burnett Radio Lab.

4814 Idaho St., San Diego 4, Calif.
Phone Talbot 4943

Contact.....William W. L. Burnett

PRODUCTS: Piezo-Electric Crystals, Holders, Constant Temperature Ovens, Frequency Measuring Equipment, Laboratory Equipment, Conducting of Radio Laboratory Measurements, Frequency Monitoring Service.

C. F. Cannon Co.

Main St., Springwater, N. Y.
Sales Contact.....C. F. Cannon
PRODUCTS: Headsets.

Centralab Division of Globe-Union, Inc.)

900 East Keefe Ave., Milwaukee, Wisc.
Phone: EDgewood 9200
President.....C. O. Wanvig
Vice-President .....H. E. Osmun
PRODUCTS: Variable resistors, volume and tone controls, fixed resistors, ceramic capacitors, switches, steatite.

Chicago Molded Products Corp.

1020 N. Kolmer Ave., Chicago 51, Ill.
Phone: CAPitol 1020
President.....Edward F. Bachner
Vice-President & Treasurer..John J. Bachner
Vice-President.....M. F. Bachner
PRODUCTS: Cabinets, synthetic moulded parts.

Chicago Telephone Supply Co.

1142-1228 W. Beardsley Ave., Elkhart, Ind.
President.....F. C. Best
Sales Manager.....W. A. Nicely
PRODUCTS: Volume controls, tone controls, switches, plugs, jacks, headsets, ringers, generators, remote controls, switch keys, push switches.

Chicago Transformer Corp.

3501 Addison St., Chicago, Ill.
Phone INDependence 1120
President.....W. J. Leidy
Sales Manager.....G. R. Blackburn
PRODUCTS: Transformers and reactors.

Cinch Manufacturing Corp.

2335 W. Van Buren St., Chicago, Ill.
Phone: SEEly 0733
President.....A. W. Kimbell
Vice-President.....W. G. Roby
General Manager.....J. J. Steffen
Sales Manager.....E. E. Hannigan
PRODUCTS: Tube sockets, soldering lugs, terminal strips, binding posts, connector plugs.

Clarostat Mfg. Co., Inc.

285 N. 6th St., Brooklyn, N. Y.
Phone EV 8-6770
President.....John J. Mucher
General Manager.....Victor Mucher
Treasurer .....Jacob Mucher
Secretary .....Stephen Mucher
Chief Engineer.....George Mucher
Sales Engineer.....J. Edward Trefz
BRANCH OFFICES: 540 No. Mich. Ave., Chicago. PRODUCTS: Fixed and Variable Power Resistors, Power Rheostats, Power Resistor Decade Boxes, Wire Wound Potentiometers, "T" "L" Cism Pads, 25 and 10 Watt Attenuators, Special Resistor Products, and Composition Potentiometers.

Coil Engineering & Mfg. Co., Inc.

Roanoke, Ind.
President-General Manager
W. Eugene Strait
PRODUCTS: Electrical coil windings.

Colonial Radio Corp.

254 Rano St., Buffalo, N. Y.
Phone: RIverside 2450
President.....A. H. Gardner
PRODUCTS: Receiving sets, radio-phonograph combinations.

Communication Equipment & Engineering Co.

504 N. Parkside Ave., Chicago, Ill.
Phone: EStebrook 3110
President.....Robert A. Clark
PRODUCTS: Transmitters, receivers, amplifiers and test equipment.

Continental Carbon, Inc.

13900 Lorain Ave., Cleveland, Ohio
Phone: CLearwater 3962
Vice-President & Sales Manager
W. M. Kohring
PRODUCTS: Carbon and wire-wound resistors, suppressors, precision resistors for meters, paper dielectric condensors, filternoys.

Cornell-Dubilier Electric Corp.

333 Hamilton Blvd., S. Plainfield, N. J.
Phone: PLainfield 6-9000
President-General Manager....Octave Blake
Vice-President.....William Dubilier
Vice-President.....Charles H. Caine
Sales Manager.....A. Williams
Advertising & Sales Promotion Manager
William G. Many
PRODUCTS: Capacitors for all radio and electronic applications, filters, capacitor test instruments.

Corning Glass Works

Corning, New York
Phone: Corning 372
President.....Glen W. Cole
Vice-President.....W. C. Decker
Sales Manager.....C. J. Phillips
Contact.....D. E. Newton
PRODUCTS: Glass envelopes for tubes used for radio receiving, broadcasting, cathode ray, television and all other electronic purposes, tubing and special sealing glasses, insulators, coil forms, resistor tubes.

Cornish Wire Co., Inc.

15 Park Row, New York, N. Y.
Phone CO 7-2525

President.....John Cook
Contact.....W. F. Osler, Jr.

PRODUCTS: Radio and Electrical Wires and Cables.

Crescent Industries, Inc.

4140 W. Belmont Ave., Chicago, Ill.
Phone: PENsacola 6300

President.....Henry H. Gefvert
General Manager.....Nels Lenberg

PRODUCTS: Speakers, tools and dies, transformer channel frames, pulleys and brackets.

The Crosley Corp.

1329 Arlington St., Cincinnati, Ohio
Phone: KIrby 6600

President.....Powel Crosley, Jr.
Vice-President & General Manager, Manufacturing Div.....R. C. Cosgrove

PRODUCTS: Receiving sets, radio-phonograph combinations, service parts, Govt. work.

Crowe Name Plate & Mfg. Co.

3701 Ravenswood Ave., Chicago, Ill.
Phone: BITtersweet 7500

President.....E. C. Coolidge
Sales Manager.....Marvin M. Lane

PRODUCTS: Escutcheons, dials, cabinets, tuning devices, knobs, pointers, name-plates.

DeWald Radio Mfg. Corp.

440 Lafayette St., New York, N. Y.
Phone: GRamercy 7-6776

President..... David Wald
Sales Manager.....Louis N. Weiss
Engineer.....Mark Glaser
Production.....S. Weinberg

PRODUCTS: Receiving sets, radio-phonograph combinations, record-players, intercommunication systems.

Doolittle Radio Co.

7421 S. Loomis St., Chicago, Ill.

President.....E. M. Doolittle
Vice-President.....Dudley Gray
Sales Manager.....C. M. Rodman

PRODUCTS: Radio Communication equipment.

Wilbur B. Driver Co.

150 Riverside Ave., Newark, N. J.
Phone: HUmboldt 2-5550

President.....Wilbur B. Driver
Vice-President.....Robert O. Driver
Sales Manager.....Sidney A. Wood

PRODUCTS: Carbonized Nickel ribbon, nickel support wire, grid wire, filament wire, resistance wire, rod, ribbon and strip.

Dumont Electric Co.

34 Hubert St., New York, N. Y.
Phone: CAnal 6-7980

President & Sales Manager...Philip Dubilier
Vice-President.....J. Dubilier

PRODUCTS: Paper, electrolytic and mica condensers.

Allen B. DuMont Labs., Inc.

2 Main Ave., Passaic, N. J.
Phone Passaic 3-1616

President.....Allen B. Du Mont
Vice-President.....Leonard F. Cramer
Secretary.....Bernard Goodwin
Treasurer.....Paul Raibourn
General Manager.....Paul Ware

BRANCH OFFICE: 515 Madison Ave., New York, N. Y. Phone: PLaza 5-9045. W. J. Swenson, Engineer.

PRODUCTS: Television Receivers, Transmitters and Studio Equipment, Cathode-Ray Tubes and Oscillographs and Material Test Instruments (Cyclograph).

DX Crystal Co.

1841 W. Carroll Ave., Chicago, Ill.
Phone: HAYmarket 7737

President.....Louis J. Patla
Sales Manager.....George Trimmings

PRODUCTS: Frequency coils, transmitting crystals.

Eastern Mike-Stand Co.

56 Christopher Ave., Brooklyn, N. Y.
Phone DIckens 2-3538

Contact.....S. Sherman

BRANCH OFFICES: 43 E. Ohio St., Chicago, Ill., W. L. Holst, Rep.; Richmond; Detroit.

PRODUCTS: Microphone Stands and Accessories. (*Firm engaged in war manufacturing for the duration.*)

Hugh H. Eby, Inc.

18 W. Chelten Ave., Philadelphia, Pa.
Phone: TENnessee 1800

President.....Hugh H. Eby
Vice-President.....Frank Holstrom

PRODUCTS: Insulated and metal binding posts, battery plugs, speaker plugs, chassis plugs, vibrator plugs, moulded sockets, cable connectors and couplers, capped plugs, moulded and laminated tip jacks, battery adaptor cables, cable assemblies, strain reliefs, terminal strips, tie points, metal and bakelite punchings, electric eye equipment, AC and DC relays, photocell equipment.

Eitel-McCullough, Inc.

San Bruno, Calif.
Phone San Bruno 4000

President.....W. W. Eitel
Vice-President & Treasurer.J. A. McCullough
Production Manager....George Wunderlich

BRANCH OFFICE: Salt Lake City, Utah. Phone Salt Lake City 6-8761. L. N. Pierri, Mgr. PRODUCTS: Transmitting Vacuum Tubes and Condensers, Vacuum Relays and Rectifiers.

Electrical Research Laboratories, Inc.

2020 Ridge Ave., Evanston, Ill.
Phone: University 2400

President.....E. Alschuler
General Manager.....O. F. Taylor
Sales Manager.....E. G. May

PRODUCTS: Receiving sets, radio-phonograph combinations, FM receiving sets, record-players.

The Electro Motive Mfg. Co.

South Park & John Sts., Willimantic, Conn.
Phone WIllimantio 207

Executive Partner.....Philip Lauter
General Manager.....J. A. Flanzer

PRODUCTS: Carbon resistors; mica, trimmer and padder condensers; suppressors.

Electro-Voice Mfg. Co., Inc.

1239 S. Bend Ave., So. Bend 24, Ind.
Phone S. Bend 2-1431

President .....Albert Kahn
Engineer.....L. R. Burroughs
Production Manager.....R. E. Siekman
Branch Office: 1775 Broadway, N. Y. 19, N. Y.
N. H. Lawton, Rep.

PRODUCTS: Velocity, Dynamic and Carbon Microphones.

Electronic Products Mfg. Co.

7300 Huron River Drive, Dexter, Mich.

President.....Robert P. Wuerfel
Vice-President.....John R. Scanlan

PRODUCT: Accessories.

Emerson Radio & Phonograph Corp.

111 Eighth Ave., New York, N. Y.
Phone: CHelsea 2-1800

President.....Benjamin Abrams
Vice-President & Sales Manager
Charles Robbins
Secretary-Treasurer.....Max Abrams
Vice-President, Production and
Purchasing.....S. W. Gross
Vice-President Engineer.....D. D. Israel
Controller.....M. E. Ornitz

PRODUCTS: Radio electronic devices for military use, receiving sets, radio-phonograph combinations, television sets, FM receiving sets, record-players, tubes, parts.

Enca Radio Laboratories Inc.

Hempstead, Long Island
Phone: Hempstead 6985.4674

PRODUCTS: Receivers, Transmitters, Radio Airport Traffic Control Equipment, Radio Frequency Standards, Radio Communications Equipment, Radio Test Equipment.

Epsey Manufacturing Co., Inc.

305 East 63rd St., New York 21, N. Y.
Phone REgent 7-3090

President.....Harold Shevers
General Manager.....Nathan Pinsley

PRODUCTS: Receiving sets, radio-phonograph combinations, FM receiving sets, record-players, television sets.

Erie Resistor Corp.

644 West 12th St., Erie, Pa.

President.....G. Richard Fryling
Vice-President & Sales Manager
W. H. Fryling

PRODUCTS: Carbon resistors; ceramic, silver mica, ceramicon trimmer condensers.

Evanston Sound Proof Door

1127 Hinman Ave., Evanston, Ill.
Phone University 2758

Manager.....W. W. Lloyd

PRODUCTS: Sound Proof Doors.

Essex Wire Corp.

14310 Woodward Ave., Detroit, Mich.
Phone: TOWnsend 8-2994

President.....Addison E. Holton
Sales Manager.....John G. Seals

PRODUCTS: Copper wire products, relays, coils.

Fairchild Aviation Corp.

475 10th Ave., N. Y. 18, N. Y.
Phone LOngacre 3-1255

Manager Sound Equipment Division,
C. V. Kettering

PRODUCTS: Sound Recorders, Transcription Turntables, Amplifiers, Equalizers, Pickups, Acetate Discs, Recording Styli. (*Firm has reported that it is engaged in war manufacturing for the duration. Repair Department is maintained.*)

Farnsworth Television & Radio Corporation

372 East Pontiac St., Fort Wayne 1, Ind.
Phone Anthony 5301

President.....E. A. Nicholas
Vice-President (Sales).....E. H. Vogel
Vice-President (Engineering)
B. Ray Cummings
Vice-President & Treasurer....J. P. Rogers
Manager, Purchasing Department
E. J. Hendrickson
Sales Manager, Capehart Division
I. C. Hunter

Manager, Advertising and Sales Promotion.....J. S. Garceau
PRODUCTS: Receiving sets, radio-phonograph combinations, FM receiving sets, television receiving sets, television transmitters, studio equipment.

John E. Fast & Co.

3123 N. Crawford Ave., Chicago 41, Ill.
Phone: PENscola 7160
President.....Louis Kopinski
Vice President and Chief Engineer, William S. Franklin
Sales Manager.....P. G. McConnell
PRODUCTS: Fixed electrical capacitors.

Federal Recorder Co., Inc.

630 S. Wabash Ave., Chicago, Ill.
Phone Har. 8330
General Manager.....Ralph Rubenstein
Engineer.....Earl Kent
BRANCH OFFICES: 251 Fourth Ave., New York, N. Y.; 150 Marietta St. N. W., Atlanta, Ga.: 569 Mission St., San Francisco, Calif. PRODUCTS: 12 and 16" Recording Discs, Cutter Heads, Recording Amplifiers, Home Recorders, Cutting and Playback Needles, Steel, Glass and Paper Base Recording Blanks.

Federal Telephone and Radio Corp.

591 Broad St., Newark, N. J.
Manager.....T. M. Douglas
PRODUCTS: Broadcasting and point-to-point equipment; land, marine and air sets; vacuum tubes and crystals.

Ferranti Electric, Inc.

30 Rockefeller Plaza, New York, N. Y.
Phone CIrcle 7-0912
General Manager.....W. R. Spittal
Production Engineer.....C. Cutney
PRODUCTS: Transformers; indicators; broadcasting equipment.

Finch Telecommunications, Inc.

4th and Virginia Sts., Passaic, N. J.
Phone PA 2-3440
President.....Frederic C. Scofield
Vice President.....Frank R. Brick, Jr.
Treasurer.....James L. Bradford
PRODUCTS: Special radio equipment for governmental usage only; facsimile for broadcasting; radio applications; telepicture equipment.

Freed Radio Corp.

200 Hudson St., New York 13, N. Y.
Phone: WAlker 5-8765
President.....Max Adelberg
Vice-President & General Manager Arthur Freed
PRODUCTS: Freed-Eisenmann receiving sets, radio-phonograph combinations, FM receiving sets, television receiving sets, Gov't work.

Freeland & Olschner Products, Inc.

611 Baronne St., New Orleans 13, La.
Phone Raymond 4756
President.....W. T. Freeland
Vice-President.....C. E. Olschner
Treasurer.....J. H. Dallmann
PRODUCTS: Repair of large transmitting tubes.

Billings S. Fuess

2-4 Lackawana Place, South Orange, N. J.
Proprietor.....Billings S. Fuess
PRODUCTS: Loud speaker cones, spiders, noulded and formed products.

Galvin Manufacturing Corp.

4545 Augusta Blvd., Chicago 51, Ill.
Phone: SPalding 6500
President.....Paul V. Galvin
Vice-President.....J. E. Galvin
Vice-President.....Frank O'Brien
PRODUCTS: Receiving sets, radio phonograph combinations, FM receiving sets, record-players, AM and FM 2-way police radio communication systems.

Garod Radio Corp.

70 Washington St., Brooklyn, N. Y.
Phone: MAin 4-6044
President.....Max W. Weintraub
Sales Manager.....Louis Silver
Chief Engineer.....B. S. Trott
PRODUCTS: Receiving sets, radio-phonograph combinations, FM receiving sets, electronic equipment.

Gates Radio & Supply Co.

Quincy, Ill.
Phone 522
General Manager.....P. S. Gates
Chief Engineer.....Fred Grimwood
PRODUCTS: All types of radio transmitting equipment and allied apparatus.

General Electric

Electronics Dept.
Phone: SChenectady 4-2211
1 River Road, Schenectady, N. Y.
President.....G. Swope
Vice-President.....W. R. G. Baker
General Sales Manager.....A. A. Brandt
Advertising Manager.....H. J. Deines
Receiver Division
1285 Boston Ave., Bridgeport, Conn.
Manager, Receiver Div.....I. J. Kaar
Designing Engineer.....W. M. Angus
Replacement Tube Sales...H. J. Mandernach
Manager, Tube Div.....G. W. Nevin
Manager, Transmitter Div.....C. A. Priest

Advertising and Sales Promotion
R. E. Burrows

BRANCH OFFICES: (Eastern) 570 Lexington Ave., New York, N. Y. D. W. May; (Central) 840 South Canal St., Chicago, Ill. G. F. Peterson; (Western) 235 Montgomery St., San Francisco, Calif., W. M. Boland. PRODUCTS: Electric and battery receiving sets; radio and FM receivers; replacement electronic tubes.

Electronic Tube and Transmitter Division
1 River Road, Schenectady, N. Y.
Engineer (Electronic tubes).....O. W. Pike
Sales Manager (Industrial tubes).H. A. Jones
Sales Manager (Transmitters and Transmitting tubes).....G. W. Henyan
Transmitter Tube Sales.....E. N. Fritschel
U. S. Government Sales.....V. M. Lucas
Television and Transmitter Sales.W. R. David
Police and Emergency Radio Sales
D. L. Chesnut
Advertising and Sales Promotion..J. G. Porter

PRODUCTS: Complete amplitude modulation, frequency modulation and television broadcasting equipment including transmitters, S-T relay transmitters, S-T relay receivers, antennas, FM Monitors and high-fidelity monitoring loudspeakers, studio and control room equipment and oscilloscopes. Transmitting tubes, quartz crystals for every purpose, square-wave generators and measuring apparatus.

The General Industries Co.

Olive & Taylor Sts., Elyria, Ohio
Phone: 2235

President & Gen. Man.....A. W. Fritzsche
Treasurer.....C. F. Russert

PRODUCTS: Electric phonograph motors, record changers and recorders.

General Instrument Corp.

829 Newark Ave., Elizabeth 3, N. J.
Phone: ELizabeth 3-4000

President .....A. Blumenkrantz
Vice-President & General Manager
Richard E. Laux
Vice-President & Sales Manager
Don J. Phelps
Purchasing.....C. B. L. Townley
Sales Manager.....G. P. Marron
Chief Engineer.....H. M. Detrick

PRODUCTS: Variable condensers, record changers, tuning mechanisms.

General Magnetic Corp.

2126 E. Fort St., Detroit, Mich.
Phone: FItzroy 5760

President.....Charles M. Hofman
Sales Manager.....O. H. Hofman

PRODUCTS: Magnets.

General Radio Co.

30 State St., Cambridge, Mass.
Phone TRObridge 4400

President.....Melville Eastham
Vice-President.....E. H. Locke
Treasurer.....H. B. Richmond
Purchasing.....W. H. Sherwood

BRANCH OFFICES: 90 West St., N. Y. C.; 920 So. Michigan Ave., Chicago, Ill.; 1000 N. Seward St., Los Angeles, Cal.; PRODUCTS: Broadcast Station Frequency and Modulation Monitors, Volume Controls, Test Equipment, Sound Measuring and Analyzing Equipment.

Gits Molding Corp.

4600 W. Huron St., Chicago, Ill.
Phone: MANsfield 4146

President.....Joseph A. Gits
Executive Vice-President.....Jules P. Gits
Vice-President & Sales Manager.C. N. Cahill
Purchasing.....J. A. Gits, Jr.

PRODUCTS: Knobs, push buttons, escutcheons, concentric cable, drum dials, pointers, remote control cases, housings insulators and needle cups, coaxial cable, insulators.

Edwin I. Guthman & Co.

15 S. Throop St., Chicago, Ill.
Phone: CHEsapeake 1600

President.....Edwin I. Guthman
Sales Manager.....B. J. Funk

PRODUCTS: R.F. and I.F. coils, trimmer condensers, textile-covered wire, zinc coil shields, coil winding machinery, tools and dies, electroplating.

The Hallicrafters Co.

2611 Indiana Ave., Chicago, Ill.
Phone: CALumet 1600

Partner.....W. J. Halligan, Sr.
Partner .....R. W. Durst, Jr.

PRODUCTS: FM receiving sets, transmitters.

Hamilton Radio Corp.

510 Sixth Ave., New York, N. Y.
Phone: GRamercy 7-6211

President.....A. A. Juviler
Vice-President.....P. L. Schoenen

PRODUCTS: Receiving sets, radio-phonograph combinations, record players.

The Hammarlund Mfg. Co., Inc.

460 West 34th St., New York, N. Y.
Phone LOngacre 5-1300

President.....Lloyd A. Hammarlund
V-P & Treasurer.....Joseph Lush
V-P & Asst. Treasurer.....H. B. Macartney
Secretary-Comptroller.....E. A. Wittmer

PRODUCTS: Variable air capacitors, radio receiving sets and transmitters.

Hartenstine Zane Co., Inc.

225 Broadway, New York, N. Y.
Phone BA 7-8390

Contact.....Chas. J. Hartenstine

BRANCH OFFICE: 571 Springdale Ave., East Orange, N. J. PRODUCTS: Antennae Installation including all field work for foundations, erection, painting, lighting, and

servicing radio towers. Installing ground systems and coaxial cable.

Harvey-Wells Communications, Inc.

North Street, Southbridge, Mass.
Phone SOuthbridge 1940

President & Treasurer.....John M. Wells
Vice-President & Chief Eng....C. A. Harvey
Vice-President & General Manager
Richard A. Mahler

PRODUCTS: Radio transmitting and receiving equipment; rectifier and power supply equipment.

Hawley Products Co.

333 North 6th St., St. Charles, Ill.
Phone: COLumbus 0248

President.....J. B. Hawley
Vice-President & Sales Manager
A. P. Akerlund

PRODUCTS: Speaker diaphragms and spiders, moulded fiber specialties in contour.

Hoffman Radio Corp.

3430 So. Hill St., Los Angeles 7, Calif.
Phone: PRospect 3446

President.....H. L. Hoffman
Vice-President Enrg.....W. S. Harmon
General Manager.....R. J. McNeely
Purchasing Agent.....P. L. Fleming
Expediter.....S. G. Langher
Plant Superintendent.....S. J. Thomas
Secretary.....R. A. Yarcho
Director.....W. D. Douglas
Director.....G. G. Davidge

PRODUCTS: Receiving sets, radio-phonograph combinations, FM receiving sets, record-players, variable condensers. (Firm engaged in war manufacturing for the duration.)

Hollister Crystal Co.

1617 Pearl St., Boulder, Colo.
Phone BOulder 1720

Contact.....Herb Hollister
Production Manager.....Ted Heithecker

PRODUCTS: Quartz Crystals.

Howard Radio Co.

1735 Belmont Ave., Chicago, Ill.
Phone: BITtersweet 4433

President.....Joseph F. Riley
Sales Manager.....J. M. Muniz

PRODUCTS: Receiving sets, radio-phonograph combinations, FM receiving sets.

Hytron Corp.

76 Lafayette St., Salem, Mass.

President.....L. H. Coffin

PRODUCTS: Receiving tubes, transmitting tubes, resistance tubes, special purpose tubes.

The Indiana Steel Products Co.

6 N. Michigan Ave., Chicago, Ill.
Phone: FRAnklin 1114

President.....A. D. Plamondun, Jr.

PRODUCT: Magnets.

International Detrola Corporation

1501 Beard Avenue, Detroit 9, Michigan
Phone: Vinewood 1-8100

President.....C. Russell Feldmann
Factory Works Manager.....Hollis Paul
Vice-Pres. & Chief Engineer.R. M. Daugherty
Treasurer & Secretary.....R. J. Nixon
Service Manager.....K. L. Granger
Purchasing Agent.....R. H. Wann

PRODUCTS: Electric Sets: Compact, Table, Portable, Consoles; Battery Sets: Automobile, Portable, Portable AC-DC, Table, Consoles; Combinations: Radio-Phonograph, Radio-Phonograph-Recorder; Frequency-Modulation Sets: Console, also Aviation Sets and Record-Players.

Insuline Corp. of America

3602-10 35th Ave., Long Island City, N. Y.
Phone AStoria 8-3738

President.....S. J. Spector
Sales Manager.....Edward J. Cohen
Vice President.....A. G. Heller
Production Manager.....I. W. Romm

PRODUCTS: Radio Receiving-Transmitting Parts and Accessories, Stamping Metal Goods, Radio Chassis, Metal Cabinets, Plugs, Jacks, Sockets, Screw Machine Parts, Test Tools, Test Leads.

Irvington Varnish & Insulator Co.

6 Argyle Terrace, Irvington, N. J.
Phone: ESsex 3-4200

President.....Arthur E. Jones
Vice-President.....F. A. Shoemaker
Sales Manager.....J. J. Connors

PRODUCTS: Insulating material, tubing.

Isolantite Inc.

343 Cortlandt St., Belleville, N. J.
Phone Belleville 2-1316

Vice President & General Manager,
K. D. Hamilton
Production Manager.....H. M. Dickman
Sales Manager (Steatite Div.)..F. A. Domber
Sales Manager (Radio Specialties Div.)
H. L. Quick

SALES OFFICE: 233 Broadway, New York, N. Y. Phone Rector 2-9274. Contact, E. A. Domber. PRODUCTS: High Frequency Radio Insulators, Coaxial Transmission Line and Accessory Equipment, Special Antenna Equipment.

Jefferson Electric Co.

25th Ave. & Madison St., Bellwood, Ill.
Phone: MANsfield 7161

President.....J. C. Daley
Vice-President.....Alfred E. Tregenza
Vice-President & General Manager
J. M. Bennan

PRODUCTS: Power transformers, chokes and audio input and output transformers, television deflecting yokes, horizontal and vertical scanning transformers, centering and focusing coils.

Jensen Radio Manufacturing Co.

6601 S. Laramie Ave., Chicago 38, Ill.
Phone: PORtsmouth 7600

President.....W. E. Maxon
Vice-President & Sales Manager..T. A. White
Vice-President & Chief Eng...H. S. Knawles

PRODUCTS: Loudspeakers, public address equipment.

J. F. D. Manufacturing Co.

4111 Fort Hamilton Parkway, Brooklyn, N. Y.
Phone: WIndsor 8-3100

Owner.....Julius Finkel
Sales Manager.....Walter Bergman

PRODUCTS: Antennas, replacement ballast tubes, dial belts, battery plugs, battery adapters.

Johns-Manville Corp.

22 East 40th St., New York, N. Y.
Phone LExington 2-7600

PRODUCTS: Sound-control; Materials and Acoustical-Engineering Service.

E. F. Johnson Co.

Waseca, Minn.
Phone 990

General Manager.....E. F. Johnson
Controller.....F. C. Mann
Sales Manager.....C. W. Stevenson
Chief Engineer.....L. W. Olander
Purchasing Agent.....M. L. Johnson

BRANCH OFFICE: 259 W. 14th St., N. Y. C. PRODUCTS: Phasing Equipment, Antenna Tuning Units, Inductors, Variable Condensers, Tube Sockets, Insulators, Plugs and Jacks, Copperweld Wire, Coupling Equipment, Insulators, Concentric Line, Special Antennas, & Special Order Equipment.

Kellogg Switchboard & Supply Co.

6650 S. Cicero Ave., Chicago, Ill.
Phone PORtsmouth 6900

President.....Maurice K. McGrath
Sales Manager.....Albert Parlett, Jr.

PRODUCTS: Oil and wax condensers, communications equipment.

Ken-Rad Tube & Lamp Corp.

Owensboro, Ky.

President.....Roy Burlew
Sales Manager.....R. W. Metzner

PRODUCTS: Receiving, transmitting, cathode ray and special purpose tubes.

Kenyon Transformer Co., Inc.

840 Barry St., New York 59, N. Y.
Phone DAyton 9-0100

President.....Franklin P. Kenyon
Vice-President & Chief Engineer
Richard B. Shimer

BRANCH OFFICES: 21 E. Van Buren St., Chicago, Ill.; 6406 Sunset Blvd., Hollywood, Calif., F. Craig Palen, Mgr.; 262 Grayson Pl., Teaneck, N. J.

PRODUCTS: Transformers, Reactors, Filters.

Kester Solder Co.

4201 Wrightwood Ave., Chicago, Ill.
Phone: BELmont 1601

President.....F. C. Engelhart
General Sales Manager-Research Engineer
P. C. Ripley

PRODUCTS: Solders.

"King Brand" Music Papers

1595 Broadway, New York, N. Y.
Phone CI 6-0488

Contact....."Wes" Cowen

BRANCH OFFICE: 3928 Crenshaw Blvd., Los Angeles, Calif. PRODUCTS: Music-Manuscript Paper, Score Paper, Ink, Fountain Pens, Carrying Cases and Covers, Batons, Duplicating Papers, Music Tapes.

King Laboratories, Inc.

205 Oneida St., Syracuse 4, N. Y.
Phone: 2-5209

President.....Aden J. King
Vice-President.....F. M. Michaelian
General Manager.....W. R. MacLeod

PRODUCTS: Tube parts, alloys and chemicals.

Kluge Radio Co.

1913 Montrose St., Los Angeles 26, Calif.
Phone Exposition 1742

Owner .....Myron E. Kluge

PRODUCTS: Radio and electronic equipment. (EDITOR'S NOTE: This Firm is closed for the duration).

Lapp Insulator Co., Inc.

Le Roy, N. Y.
Phone Le Roy 385

President.....J. S. Lapp
Vice-President.....W. F. Young
Treasurer.....G. W. Lapp
Sales Manager.....Brent Mills

PRODUCTS: Tower footing and guy insulators; standoff, entrance and antenna insulators; radio frequency high voltage condensers.

Lehigh Structural Steel Co.

17 Battery Place, New York, N. Y.
Phone WHitehall 4-1424

Contact.....J. F. Neary

BRANCH OFFICES: In all principal cities. PRODUCTS: Vertical Radiators, Antenna Towers and Masts.

Lektra Laboratories, Inc.

30 E. 10th Street, New York 3, N. Y.
Phone: ALgonquin 4-0230

President.....Milton W. Blatner
Vice-President.....B. Eisenberg
Treasurer.....Julius Kriser

PRODUCTS: Dynamic microphones; Electronic equipment; comm. systems.

Lenz Electric Manufacturing Co.

1751 N. Western Ave., Chicago, Ill.
Phone: ARMitage 4454

President.....J. Mayo Lenz
Vice-President.....P. C. Lenz
Chief Engineer & Sales Manager
R. G. Zender

PRODUCTS: Wires, cords and cables.

Lifetime Sound Equip. Co.

1101 Adams St., Toledo, O.
Phone Main 5643

General Manager.....Wm. H. Manoff
Factory Manager.....M. H. Manoff
Production Engineer.....F. L. Church

PRODUCTS: Microphones: Carbon, Dynamic, Velocity; Trumpets, Reflex Trumpets, P. M. Trumpet Units, Deflector Baffles.

John E. Lingo and Son, Inc.

28th St. and Buren Ave., Camden, N. J.
Phone Camden 0487

President.....J. E. Lingo
Chief Engineer.....Wesley Thompson
Production.....George Burrows

PRODUCTS: Vertical Radiators: Guyed Tubular Steel and Portable Dural; Turnstile and UHF Antennae, Tubular Steel Supporting Poles (for UHF Antennae).

Miles Reproducer Co., Inc.

812 Broadway, New York, N. Y.
Phone GRamercy 5-9466

President.....Dr. S. R. Byrne
Contact.....J. M. Kuhlik

PRODUCTS: Sound-On Film Recorders, Sound-On Film Reproducers, Telephone Recording Machines, Dictated Recording Machines, Dictating Transcribers, Throat Microphones.

Mirror Record Corp.

58 W. 25th St., New York, N. Y.
Phone CH 3-2222

Contact.....P. K. Trautwein

PRODUCTS: All Recording Accessories.

The Magnavox Co.

2131 Bueter Rd., Fort Wayne, Ind.

President.....Richard A. O'Connor
Sales Manager.....Stanley S. Sondles

PRODUCTS: Speakers, capacitors.

Majestic Radio & Television Corporation

2600 West 50th Street, Chicago 32, Illinois
Phone: Hemlock 6800

President.....E. A. Tracey
Vice-President.....J. G. Casagrande
Vice-President.....E. V. Otis
Vice-President in Charge of Engineering,
D. E. Foster
Vice-President in Charge of Production,
A. W. Freese
Director of Sales.....Parker H. Ericksen
Chief Engineer.....D. E. Foster
Purchasing Agent.....J. J. Neri
Export Manager.....C. V. del Mercado

PRODUCTS: Radio Receiving and Transmitting Sets.

P. R. Mallory & Co., Inc.

3029 E. Washington St., Indianapolis, Ind.
Phone: MArket 5511

President.....P. R. Mallory
Vice-President & General Manager..J. E. Cain
Vice-President, Sales.....Ray F. Sparrow
Sales Manager.....Howard W. Sams
Adv. Mgr.....W. T. Craigh

PRODUCTS: Condensers, switches, volume controls, resistors, grid bias cells, jacks, connector plugs, rectifiers, battery chargers, electrical contacts.

John Meck Industries

Liberty St., Plymouth, Ind.

Contact.....John S. Meck

PRODUCTS: Sound equipment, electronic devices.

Micamold Radio Corp.

1087 Flushing Ave., Brooklyn, N. Y.
Phone: STagg 2-9820

President.....A. P. Hirsch
Sales Manager.....E. B. Tyler
General Manager.....F. A. Whitin
Purchasing.....J. Roth

PRODUCTS: Mica, paper, and electrolytic condensers; resistors; ballast tubes; television, coil and transmitting condensers.

James Millen Manufacturing Co., Inc.

150 Exchange Street
Malden 48, Massachusetts
Phone: Malden 4108 and 4109

President .....James Millen
Vice-President.....Robert S. Millen
Sales Manager.....James Millen
Chief Engineer.....R. Wade Caywood
Credit Manager.....Frances Bearse
Purchasing Agent.....Robert Harpell
Export Manager.....C. Lohman Janik

PRODUCTS: Radio Transmitters, Receivers and All Component Parts.

The Muter Co.

1255 S. Michigan Ave., Chicago, Ill.
Phone: CALumet 4000

President.....Leslie F. Muter
Vice-President.....J. R. Scanlan
Production Engineer.....C. M. Kramer

PRODUCTS: Resistors, switches, ceramic condensers, ballasts, coils, spira shields, antenna loops, I.F. and R.F. transformers.

National Carbon Co. Inc.

30 East 42nd St., New York 17, N. Y.
Phone: MUrray Hill 2-6800

President.....P. P. Huffard
Vice-President.....J. M. Spangler
General Sales Manager.....C. O. Kleinsmith
Chief Engineer.....L. M. Temple

PRODUCTS: Batteries.

National Co., Inc.

61 Sherman St., Malden, Mass.
Phone: MALden 6350

President.....William A. Ready
General Manager.....J. J. Freeley

PRODUCTS: Receiving sets, FM receiving sets, transmitters, transmitting condensers, dials, coils, chokes, receiving condensers, transmitting parts, R.F. and I.F. transformers, sockets, couplings, receiving parts.

National Fabricated Products, Inc.

2650 Belden Ave., Chicago, Ill.
Phone: ARmitage 3426

President.....R. L. Freeman
General Manager.....Wm. Charney

PRODUCTS: Radio tube sockets, terminal assemblies, telephone and microphone jacks, coaxial plugs and jacks, battery sockets and receptacles.

National Union Radio Corp.

15 Washington St., Newark, N. J.
Phone: HUmboldt 2-5050

President.....S. W. Muldowny
Sales Manager.....H. A. Hutchins

PRODUCTS: Receiving tubes, cathode ray tubes, transmitting tubes, photo-cells, condensers, dry batteries, volume controls.

Noblitt-Sparks Industries, Inc.

13th St. & Big Four Railroad, Columbus, Ind.

President.....O. G. Noblitt
Sales Manager.....G. W. Thompson

PRODUCTS: Receiving sets, radio-phonograph combinations.

Northern Electric Co., Ltd.

1261 Shearer St., Montreal, P. Q., Canada
Phone Wilbank 3131

President.....P. F. Sisto

PRODUCTS: Transmitters, point-to-point equipment, music reproducing equipment, microphones, portable amplifiers, public address systems, aircraft radio, vacuum tubes, electric organs.

Oak Manufacturing Co.

1260 Clybourn Ave., Chicago, Ill.
Phone: MOHawk 222

President.....E. F. Bessey
Sales Manager.....R. A. O'Reilly

PRODUCTS: Rotor relays, communication equipment.

The Ohio Carbon Co.

12508 Berea Rd., Cleveland 11, Ohio
Phone: Boulevard 2700

President.....Allen K. Moulton
Sales Manager.....I. W. Brandel
Chief Engineer.....A. A. Stark

PRODUCTS: Carbon resistors, wire-wound resistors, paper resistors, radar and electronic applications.

Operadio Manufacturing Co.

St. Charles, Ill.
Phone: MANsfield 6446

President.....J. M. Stone
Vice-President & Gen. Manager..G. R. Haase

PRODUCTS: Communication equipment, loud speakers, amplifiers, public address systems.

Oxford-Tartak Radio Corp.

3911 S. Michigan Ave., Chicago, Ill.
Phone: ATLantic 6161

President & Sales Manager...Paul H. Tartak

PRODUCTS: Loud speakers, output and line transformers.

Pacific Sound Equipment Co., Inc.

1534 Cahuenga Blvd., Los Angeles 28, Calif.
Phone Hempstead 5141

President.....Robert G. Metzner
Secretary-Treasurer.....William L. Maas

BRANCH OFFICES: 1121 Vermont Ave., NW, Washington, D. C. Phone NAtional 1682. William H. Holmes; 1900 Euclid Ave., Cleveland, Ohio. Clarence Moses.

PRODUCTS: Transcription and record playback equipment, acoustic phonographs, amplifiers, public address systems.

Packard-Bell Co.

1115 S. Hope St., Los Angeles, Calif.
Phone: PRospect 3404

President.....Herbert A. Bell
General Manager.....H. D. Thomas, Jr.
Sales Manager.....Joe Spain

PRODUCTS: Receiving sets, radio-phonograph combinations, record-players.

Parisian Novelty Co.

3510 S. Western Ave., Chicago, Ill.
Phone: VIRginia 1212

President.....H. J. Joseph
Vice-President & General Mgr....L. E. Kahn

PRODUCTS: Dials, insulators, crystals, etc.

Par-Metal Products Corp.

3262—49th St., Long Island City, N. Y.
Phone AStoria 8-8905

Contact.....A. A. Parmet

PRODUCTS: Racks—relay and cabinet type—Panels, Metal Equipment.

Philco Corp.

Tioga & C Sts., Philadelphia, Pa.
Phone: NEBraska 5100
Chairman of the Board.....Larry E. Gubb
President.....James T. Buckley
Vice-President in Charge of Operations, John Ballantyne
Vice-President in Charge of Sales, Thomas A. Kennally
Vice-President in Charge of Engineering, David Grimes
Vice-President in Charge of Service, R. F. Herr

PRODUCTS: Receiving sets, radio-phonograph combinations, FM receiving sets, tubes, accessories, batteries.

Philharmonic Radio Corp.

216 William St., New York 7, N. Y.
Phone: REctor 2-0863
President.....Avery Fisher
Vice-President.....Victor Brociner
Secretary-Treasurer.....S. Bogart

PRODUCTS: Receiving sets, radio-phonograph combinations, FM receiving sets, electronic equipment and military radio.

Pilot Radio Corp.

37-06 Thirty-sixth St., Long Island City, N. Y
Phone: STillwell 4-5455
President-General Manager..Isidor Goldberg

PRODUCTS: Receiving sets, radio-phonograph combinations, FM receiving sets, television receiving sets.

Poinsettia, Inc.

112 Cedar Ave., Pitman, N. J.
Phone Pitman 511
President .....E. Poinsett
Vice President.....W. Warner
Secretary.....F. L. Pedrick

BRANCH OFFICES: 4447 W. Irving Park Rd., Chicago, Ill.;

PRODUCTS: Phonograph Record Manufacturing Equipment.

Premax Products Division (Chisholm-Ryder Co.)

College & Highland Aves., Niagara Falls, N. Y.
Phone: N.F. 9186
President.....S. M. Ryder
Manager.....G. O. Benson

PRODUCTS: Antenna equipment, metal stampings.

Premier Crystal Laboratories, Inc.

55 Park Row, New York, N. Y.
Phone: BEekman 3-2824

PRODUCTS: Apparatus laboratory, calibrating equipment, chambers test and calibration, piezoelectric crystals, quartz crystals, tourmaline crystals, crystal oscillator ovens, reactance meters, audio-frequency equipment, capacitance meters, communication-measuring instruments, dial lights, radio frequency meters, testing machines, thermostats.

Press Wireless, Inc.

435 N. Michigan Ave., Chicago 11, Ill.
Phone: SUperior 8688
President & Gen. Manager...Joseph Pierson
Treasurer.....F. J. Kerrigan

BRANCH OFFICES: 1475 Bway., New York, N. Y. D. K. deNeuf, R. H. dePasquale. Drawer "T" Hicksville, L. I, P. D. Zurian.

PRODUCTS: Transmitters, receiving sets, diversity equipment, radiophoto and facsimile equipment, direction finders.

Presto Recording Corp.

242 W. 55th St., New York, N. Y.
Phone CI 5-7760
President.....George J. Saliba
Secretary.....Morris M. Gruber
General Sales Manager.....Ralph C. Powell

PRODUCTS: Sound Recording Equipment, Discs and Needles, Transcription Turntables, Recording Amplifiers and Accessory Recording Equipment.

B. A. Proctor Co., Inc.

2 W. 45th Street, New York, N. Y.
Phone MU 6-7542
President & Treasurer....Barton A. Proctor
Vice President & Secretary, Ferd. C. W. Thiede

PRODUCTS: Crystal Pickups and Recording Heads, Transcription Turntables and Recording Machines.

Quality Hardware & Machine Co.

5894 N. Ravenswood Ave., Chicago, Ill.
Phone: LONgbeach 8200
President.....H. A. Laystrom
Sales Manager.....A. A. Wisersky

PRODUCTS: Tools and dies.

Quam-Nichols Co.

33rd Place & Cottage Grove Ave.
Chicago 19, Ill.
Phone: CALumet 7313
President.....James P. Quam
Vice-President.....H. A. Staniland
Purchasing.....F. G. Gracyk

PRODUCTS: Speakers, microphones, antennae, signal corps equipment.

Radio Condenser Co.

Davis & Copewood Sts., Camden, N. J.
President.....Stanley S. Cramer
Sales Manager.....William J. May

PRODUCTS: Variable air condensers.

Radio Electronics Laboratory, Inc.

120 Freeman St., Brooklyn, N. Y.

President.....Lionel R. Bausman

PRODUCTS: Cathode ray tubes.

Radio Engineering Labs., Inc.

35-54—36th St., Long Island City, N. Y.
Phone RAvenswood 8-2340

President.....Charles M. Srebroff
Treasurer.....Frank A. Gunther
Secretary.....Marion Wade

BRANCH OFFICES: 5334 Hollywood Blvd., Hollywood, Calif. Norman B. Neeley; 2040 Grand River Ave., Detroit, Mich., M. N. Duffy; 310 Fifteenth St., Denver, Colo., Mulnix Sound System. PRODUCTS: Frequency Modulation—Broadcast Transmitters, Receiver and Loud Speaker Units, Portable Transmitters and Receivers for Speech frequencies, Hi-Fidelity Broadcast Relay Transmitters, Portable Transmitters for broadcast pickup service, Transmitters and Receivers for fixed stations on speech frequencies and Speech Equipment; Military and Municipal Transmitters and Receivers.

Radio Speakers, Inc.

221 E. Cullerton St., Chicago 16, Ill.
Phone: VICtory 1613

President-Sales Manager.....H. C. Forster
Vice-President.....E. W. Strait
Treasurer.....F. Johnson
Secretary.....B. Engel

PRODUCTS: Loudspeakers, recorders, headsets and microphones for Govt.

A. E. Ravenscroft, Inc.

2320 S. Hill St., Los Angeles 7, Calif.
Phone Prospect 1317

Partner.....A. R. Magner
Partner.....A. M. Ravenscroft
General Manager.....J. G. Magner

PRODUCTS: Distributor of radio and electronic parts, tubes, etc.

Raytheon Production Corp.

55 Chapel St., Newton, Mass.
Phone: BIGelow 7500

President.....L. K. Marshall
Vice President.....David T. Schultz
Secretary .....Havens Grant
Chief Engineer.....Paul T. Weeks
Head of War Service Department and Plant Manager.....F. E. Anderson
Purchasing Agent.....Valmore Grammont

PRODUCTS: Tubes.

RCA Victor Division

Camden, New Jersey
Phone Camden 8000

Chairman, Executive Committee, Frank M. Folsom
President.....Robt. Shannon
Commercial V. P.....(Open at press-time)
Financial V. P. & Secy.....F. H. Corregan
V. P. in charge of Engineering Products, RCA Photophone Div.....F. R. Deakins
V. P. & Adv. Director.....T. F. Joyce
Adv. Mgr.....D. J. Finn
Dir. of Adv.....Charles B. Brown
V. P. in charge of Manufacturing J. M. Smith
V. P. & Chief Engineer...Dr. Charles Jolliffe
V. P. of International Division...J. D. Cook

BRANCH OFFICES: 530 Citizens & Southern Bank Bldg., Atlanta, Ga.—589 E. Illinois St., Chicago, Ill.—411 Fifth Ave., New York, N. Y.—M. F. Blakslee, Manager; 170 Ninth St., San Francisco, Cal. PRODUCTS: Broadcast Station Transmitters, Microphones and Associated Equipment, Electric and Radio Broadcast Transcriptions, Instantaneous Disc Recording Equipment, Facsimile Equipment, Television Transmitters, F. M. Transmitters.

Readrite Meter Works

College Ave., Bluffton, Ohio

President.....R. L. Triplett
Sales Manager.....N. A. Triplett

PRODUCTS: Testing equipment, electrical measuring meters.

Rea Magnet Wire Co., Inc.

East Pontiac St., Ft. Wayne 4, Ind.
Phone: A.5202

President.....Victor F. Rea
Sales Engineer.....J. P. Grable

PRODUCTS: Round magnet wire.

Remler Co., Ltd.

2101 Bryant St., San Francisco, Calif.
Phone: VAlencia 3435

President.....E. G. Danielson
Sales Manager.....H. L. Parker

PRODUCTS: Receiving sets, radio-phonograph combinations, inter-communication and sound equipment.

The Rola Co.

2530 Superior Ave., Cleveland, Ohio
Phone: PRospect 4242

President.....B. A. Engholm
Sales Manager.....Lee Golder

PRODUCTS: Loudspeakers, electro-dynamic and permanent magnet transformers.

The Ross Manufacturing Co.

2241 Indiana Ave., Chicago, Ill.
Phone: CALumet 1060

President.....K. B. Ross
Purchasing .....V. Mitchell

PRODUCTS: Coils.

The Chas. E. Schuler Engineering Co.

109 Cambria St., Newark, O.
Phone Newark 4319

President.....Charles E. Schuler
Chief Engineer.....Charles Schwartz
Secretary-Treasurer.....Corwin D. Harris
Superintendent.....D. E. VanNess

PRODUCTS: Steel Vertical Radiators for Antenna Systems, Guyed and Self-supporting.

Scientific Radio Service

4301 Sheridan Ave., University Park, Md.
Phone Hyattsville 0535

Contact.....H. D. Eisenhauer

PRODUCTS: Piezo Electric Crystals and Holders, Calibration and Testing of Frequency Monitors.

Scophony Corp. of America

527 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 2-5960

President.....Arthur Levy
Vice-President.....Joseph E. Swan
Treasurer ....Franklin Feld
Director of Research...Dr. A. H. Rosenthal

BRANCH OFFICES: 40 Gloucester Sq. W., London, Eng. Sir M. B. Carter, Chairman. Wells, Somerset, England, W. G. Elcock, Managing Director.

PRODUCTS: Television projectors, electronic devices, Govt. work.

Scully Machine Co.

62 Walter St., Bridgeport, Conn.
Phone 4-5300

Owner.....L. J. Scully
Manager.....J. J. Scully

PRODUCTS: Precision Disc Recording Machines.

Seattle Radio Supply Co., Inc.

2117—2nd Ave., Seattle 1, Wash.
Phone: Seneca 2345

President.....G. A. Reeves
Vice-President.....E. O. Mickelson

PRODUCTS: Radio Parts and Tubes, Transmitting and Electronic and Test Equipment.

Shure Bros.

225 W. Huron St., Chicago, Ill.
Phone Del 8381

General Manager.....S. N. Shure
Sales Manager.....J. A. Berman
Chief Engineer.....B. B. Bauer

BRANCH OFFICES: 136 Liberty St., N. Y. C.; 908 W. Venice Blvd., Los Angeles; 415 Peachtree St., N. E., Atlanta, Ga.; 2411 First Ave., Seattle, Wash. PRODUCTS: Microphones, Phonograph Pickups, Magnetic Cutters, Microphone Stands, Vibration Pickups and Acoustic Devices.

The F. W. Sickles Co.

Box 920, Springfield, Mass.
Phone: Springfield 3-6621

President.....R. F. Sickles
Sales Manager.....Monte Cohen

PRODUCTS: Radio and Electronic Specialties.

Solar Manufacturing Corp.

285 Madison Ave., New York 17, N. Y.

President.....Otto Paschkes
Sales Manager.....W. C. Harter
Vice-President.....Paul Hetenyi
Chief Engineer.....J. Irving Cornell
Purchasing Agent.....George M. Sexton

PRODUCTS: Dry and Wet Electrolytics, Paper Bypass Condensers, Trimmer, Molded Mica Condensers, Elim-O-Stats, Capacitor Analyzers.

Sonora Radio & Television Corp.

325 N. Hoyne Ave., Chicago, Ill.
Phone: CHEsapeake 2323

President.....Joseph Gerl
Vice-President.....B. Freund
Sales Manager.....Edward Harris

PRODUCTS: Receiving sets, radio-phonograph combinations, phonograph records.

The Sparks-Withington Co.

2400 E. Ganson St., Jackson, Mich.

President.....William Sparks
Vice-President & Gen. Mgr..Harry G. Sparks
Radio Plant Manager.....Charles J. Kayko

PRODUCTS: Receiving sets, radio-phonograph combinations, television sets, transformers.

Speak-O-Phone Recording & Equipment Co.

23 West 60th St., New York, N. Y.
Phone CO 5-1350

General Sales Manager.....C. A. Austin
Secretary.....R. L. Lee

PRODUCTS: Recording and reproducing equipment.

Speer Resistor Corp.

Theresia St., St. Marys, Pa.

President.....Dudley H. Miller
General Manager.....G. G. Herrick

PRODUCTS: Resistors, suppressors.

Sperry Gyroscope Co. Inc.

Manhattan Bridge Plaza, Brooklyn, N. Y.
Phone: CUmberland 6-5600

President.....R. E. Gillmor
Vice-President, Sales.....R. B. Lea
Vice-President.....P. R. Bassett
Aircraft Radio Dept.....H. C. Bostwick

PRODUCTS: Tubes, radio direction finders, electronic measurement equipment.

Sprague Specialties Co.

189 Beaver St., North Adams, Mass.

President-General Manager....R. C. Sprague

PRODUCTS: Condensers, resistors, filters.

Stackpole Carbon Co.

Tannery St., St. Marys, Pa.
Phone: 311

President.....Lyle G. Hall
Vice-President (Electronics).J. H. Stackpole
Sales Manager.....H. A. Williams

PRODUCTS: Variable and fixed resistors, switches, iron cores, anodes for power tubes, condensers, battery electrodes.

Standard Transformer Corp.

1500 N. Halsted St., Chicago, Ill.
Phone MOhawk 5300

President-General Manager..Jerome J. Kahn

PRODUCTS: Transformers, reactors, audio components, transmitters, electrical specialties.

Stewart-Warner Corp.

1826 Diversey Pkwy., Chicago, Ill.
Phone: Lakeview 600

Vice-President & General Sales Manager,
F. A. Hiter
Manager, Radio Dept.....L. L. Kelsey

PRODUCTS: Receiving sets, radio-phonograph combinations, FM receiving sets, television receiving sets, record-players.

Stromberg-Carlson Co.

100 Carlson Rd., Rochester, N. Y.
Phone Culver 260

President.....W. M. Angle
Vice-Pres. & Gen. Manager..Ray H. Manson
Treasurer.....W. W. Hetzel
Chief Engineer.....F. C. Young
Sales Manager.....L. L. Spencer

BRANCH OFFICES: 564 West Adams St., Chicago, Ill., H. T. McCraig; 2017 Grand Ave., Kansas City, Mo., A. J. Roberts; 1355 Market St., San Francisco, Calif., T. C. Thompson. PRODUCTS: Electric, Combination, Television and FM Sets; Paging Systems, Antenna Kits.

Superior Tube Co.

P. O. Box 191, Norristown, Pa.

President.....C. A. Warden
Sales Manager.....H. B. Brown, Jr.

PRODUCTS: Nickel products, cathode ray tube anodes, nickel power tube parts, etc.

Supreme Instruments Corp.

414 Howard St., Greenwood, Miss.

President.....D. N. Dulweber

PRODUCTS: Testing instruments.

Sylvania Electric Products, Inc.

500 Fifth Ave., New York, N. Y.

President.....W. E. Poor
Vice-President, Sales.....D. G. Mitchell
Director of Engineering.....R. M. Wise
General Sales Manager, Radio Tube Sales
C. W. Shaw
Advertising Manager.....Paul S. Ellison

PRODUCTS: Receiving tubes, cathode ray tubes, transmitting tubes, electronic devices.

Synthane Corp.

Oaks, Pa.

President.....Robert R. Titus

PRODUCTS: Bakelite.

Technical Radio Co.

275 Ninth St., San Francisco, Calif.
Phone: UNderhill 7213

Chief Engineer.....Clayton F. Bane
Production Manager.....George Weiss
General Manager.....E. E. Olson

PRODUCTS: Transmitters, receiving sets, direction finders and radio communication equipment.

Telicon Corp.
305 E. 63rd St., New York, N. Y.
Phone: REgent 4-2828

President.....S. Sagall
Vice-President.....B. F. Wyckoff

PRODUCTS: Piezo-electric crystals, supersonic instruments, television transmitters and receivers.

Thordarson Elec. Mfg. Co.
500 W. Huron St., Chicago, Ill.
Phone: WH 6444

Vice-President.....R. E. Onstad
Treasurer.....G. Winney
Purchasing Agent.....C. Schmitz
Chief Engineer.....W. Howe

PRODUCTS: Transformers, wave filters, amplifiers, electronic equipment, transmitters.

Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd., Portland, Ore.
Phone: Trinity 7303

President.....C. H. Fisher

PRODUCTS: Fabrication, erection, maintenance of radio towers, ground systems, radio tower lighting, radio station construction.

Trav-Ler Karenola Radio & Television Corp.
1028 W. Van Buren St., Chicago 7, Ill.
Phone: HAYmarket 3487

President-General Manager....Joe Friedman
Chief Engineer.....R. J. O'Brien
Purchasing.....M. Kling

PRODUCTS: Receiving sets, interphone inter-communicating equipment for U. S. Signal Corps.

The Triplett Electrical Instrument Co.
Bluffton, Ohio

Contact.....R. L. Triplett

BRANCH Offices: All principal U. S. cities. PRODUCTS: Electrical Measuring Instruments, Industrial, Laboratory and Radio Test Equipment.

Tung-Sol Lamp Works, Inc.
95 Eighth Ave., Newark, N. J.
Phone: HUmboldt 2-4200

President.....Louis Rieben
Sales Manager.....R. E. Carlson

PRODUCTS: Receiving and transmitting tubes.

The Turner Co.
909 17th St., N. E., Cedar Rapids, Iowa
Phone Cedar Rapids 3-2607

President.....David Turner
Vice-President.....John B. Turner II
Secretary-Treasurer.....W. J. Nezerka
Chief Engineer.....R. H. Mayer

PRODUCTS: Microphones and Microphone Accessories, Quartz Crystal Assemblies.

United Electronics Company
42 Spring Street, Newark 2, New Jersey
Phone: Humboldt 2-0577

President.....R. H. Amberg
Vice-Pres. & Sales Mgr.....C. A. Rice
Chief Engineer.....B. F. Steiger
Credit Manager.....J. B. Nagle, Jr.
Purchasing Agent.....R. F. Schorn

PRODUCTS: Radio Transmitting Tubes.

United Transformer Co.
150 Varick St., New York 13, N. Y.
Phone WAlker 5-4850

Contact.....I. A. Mitchell
Chief Engineer.....L. G. Burnell

PRODUCTS: Transformers, Reactors, Automatic Regulators, Voltage Control Units, Filters; Universal Broadcast Equalizers, Recording and Line Equalizers, Govt. Work.

Universal Microphone Co., Ltd.
424 Warren Lane, Inglewood, Calif.
Phone: (Inglewood) ORchard 7-4216
Phone: (Los Angeles) ORegon 8-2148

President & General Manager
James L. Fouch
Vice-President & Sales Manager
Cecil L. Sly
Secretary.....Durwood D. Allen

BRANCH OFFICES: (Canada) 560 King St. W., Toronto, 2; (Export) 301 Clay St., San Francisco, 11; New York, 259 W. 14th St.; Boston, 94 Portland St.; Chicago, 540 N. Michigan Ave.; Seattle, 2321—2nd Ave.

PRODUCTS: Microphones, stands and accessories: plugs, jacks, cords and switches.

Utah Radio Products Co.
820 Orleans St., Chicago, Ill.
Phone: SUPerior 8388

President.....Fred R. Tuerk
Sales Manager.....O. F. Jester

PRODUCTS: Loudspeakers, transformers, chokes, vibrators, resistors, jacks, volume and tone controls, switches, plugs.

Warwick Manufacturing Corp.

4640 W. Harrison St., Chicago, Ill.
Phone: ESTebrook 2727

President.....J. S. Holmes

PRODUCTS: Receiving sets, radio-phonograph combinations.

Watterson Radio Mfg. Co.

2700 Swiss Ave., Dallas 1, Texas
Phone: Texas T-1865

Owner-Sales Manager.....J. W. Davis

PRODUCTS: Receiving sets, radio-phonograph combinations, amplifiers, speaker baffles, replacement cabinets.

Wells-Gardner & Co.

2701 N. Kildare Ave., Chicago, Ill.
Phone: ALBany 8220

President.....A. S. Wells
Sales Manager.....H. A. Johanson

PRODUCTS: Receiving sets, radio-phonograph combinations.

William H. Welsh Co.

2241 Indiana Ave., Chicago, Ill.
Phone: CALumet 5454

Contact.....William H. Welsh
General Manager.....C. L. Matthews, Jr.
Chief Engineer.....F. D. Yocum

PRODUCTS: Speaker diaphragms, suspensions, domes, plastic molders.

Western Electric Co., Inc.

(Radio Division)
120 Broadway, New York, N. Y.
Phone COrtland 7-7700

Vice-President.....F. R. Lack
Assistant Manager.....C. R. Smith
Manager Commercial Sales....H. N. Willets
Radio Broadcasting and Sound Systems....
L. F. Bockoven
Aviation and Marine Radio..F. C. McMullen

PRODUCTS: Hearing Aids and Hearing Measuring Equipment; Aviation, Marine, Police Radio Transmitters and Receivers; Radio Broadcasting Speech Input Equipment; Sound Distribution Systems; Vacuum Tubes; Acoustic Measuring Equipment; Microphones, Loudspeakers, and allied items; Telephone Apparatus and Cable; Carrier Telephone Equipment and Train Dispatching Apparatus.

Westinghouse Electric & Mfg. Co.

Radio Division
2519 Wilkens Ave., Baltimore 3, Md.
Phone EDmondson 2300
Tube & Lamp Division
MacArthur Ave., Bloomfield, N. J.
Phone: BLoomfield 2-2200

President.....George H. Bucher
Vice-President.....Walter Evans
Manager, Radio Division.....C. J. Burnside
Sales Manager.....C. W. Miller
Mgr. Engineer.....R. N. Harmon
Manager, Special Products...H. J. Hoffman
Purchasing.....C. W. Lutz
Mgr., Lamp Div.....R. C. Stuart
Mgr., Electronics.....D. D. Knowles
Purchasing (Lamp Div.).....A. Clohosey

BRANCH OFFICES: In all principal cities. PRODUCTS: Commercial Broadcast Transmitters, all types of Special Radio Transmitting and Receiving Equipment for Military and Industrial Purposes, and Radio Tubes.

Weston Electrical Instrument Corp.

614 Frelinghuysen Ave., Newark, N. J.
Phone Bigelow 3-4700

Contact.....V. E. Jenkins

BRANCH OFFICES: All principal U. S. cities and Canada. PRODUCTS: Tubecheckers, Vacuum Tube Voltmeters, Power Level Indicators, Volume Indicators, Switchboard Voltmeters and Ammeters, Portable Voltmeters, Ammeters and Ohmmeters, Portable Capacity Testers, Portable Combination Volt-Ohm-Milliammeters, Radio and electronic industrial test equipment.

Wilcox-Gay Corp.

604 W. Seminary St., Charlotte, Mich.

President-Treasurer.....Chester M. Wilcox
Vice-President & Secretary.....Paul S. Gay
Vice-President & Sales Manager,
Warren L. Hasemeier

PRODUCTS: Radio-phonograph combinations, FM receiving sets, record-players, recording discs.

Wincharger Corp.

E. Seventh and Division Sts., Sioux City, Iowa
Phone Sioux City 8-6513

Contact.....R. F. Weinig

PRODUCTS: Vertical Radiators, Antenna Towers and Accessories, Dynamotors, Inverters, Specialized Rotary Electrical Equipment.

Zenith Radio Corp.

6001 Dickens Ave., Chicago, Ill.
Phone: BERkshire 7500

President-General Mgr...E. F. McDonald, Jr.
Executive Vice-President & Treasurer,
Hugh Robertson
Vice-President & Director of Sales,
J. J. Nance

PRODUCTS: Receiving sets, radio-phonograph combinations, FM receiving sets, television receiving sets, record-players.



INTERNATIONAL



International Broadcast Stations
In The United States

•

CBS-NBC Latin-American Networks

•

Cuba

•

Mexico

•

South America

•

Central America

INTERNATIONAL BROADCAST STATIONS IN THE UNITED STATES

Licensee and Location	*Call Letters*	*Frequency (Kc)*	*Power*
The Associated Broadcasters, Inc. San Francisco, Calif.	KWID	6060, 7230, 9570, 11870, 15290, 17760, 21610	100 kw
The Associated Broadcasters, Inc. San Francisco, Calif.	KWIX	6060, 7230, 9570, 11870, 15290, 17760, 21610	50 kw
Columbia Broadcasting System, Inc. Brentwood, L. I.	WCBX	6060, 6120, 6170, 9650, 11830, 15270, 17830, 21520, 21570, S.A. 15267 in lieu of 15270, S.A. 9490, S.A. 9590, SSA 11145 and 9750	50 kw
Columbia Broadcasting System, Inc. Brentwood, L. I.	WCRC	6060, 6120, 6170, 9650, 11830, 15270, 17830, 21520, 21570, S.A. 15267 in lieu of 15,270, S.A. 9490, S.A. 9590, SSA 11145 and 9750	50 kw
Columbia Broadcasting System, Inc. Brentwood, L. I.	WCDA	6060, 6120, 6170, 9650, 11830, 15270, 17830, 21520, 21570, S.A. 15267 in lieu of 15,270, S.A. 9490, S.A. 9590, SSA 11145 and 9750	50 kw
Columbia Broadcasting System, Inc. Brentwood, L. I.	WCBN	6120, 6170, 9650, 11830, 15270, 17830, 21520, 21570	50 kw CP only
Columbia Broadcasting System, Inc. Wayne, N. J.	WOOC	6120, 6170, 9650, 11830, 15270, 17830, 21520, 21570	50 kw CP only
Columbia Broadcasting System, Inc. Wayne, N. J.	WOOW	6120, 6170, 9650, 11830, 15270, 17830, 21520, 21570	50 kw CP only
The Crosley Corp. Mason, Ohio	WLWO	6080, 9590, 11710, 15250, 17800, 21650	75 kw
The Crosley Corp. Mason, Ohio	WLWK	6080, 9590, 11710, 15250, 17800, 21650	50 kw CP only
The Crosley Corp. Mason, Ohio	WLWL	6080, 9590, 11710, 15250, 17800, 21650	200 kw CP only
The Crosley Corp. Mason, Ohio	WLWS	6080, 9590, 11710, 15250, 17800, 21650	200 kw CP only
The Crosley Corp. Mason, Ohio	WLWR	6080, 9590, 11710, 15250, 17800, 21650	200 kw CP only
General Electric Company South Schenectady, N. Y.	WGEA	6190, 7000, 9530, 9550, 11847.5, 15330, 21500, 21,590, SSA 17,880	50 kw
General Electric Company South Schenectady, N. Y.	WGEO	6190, 7000, 9530, 9650, 11847.5, 15330, SSA 9550 and 17880	100 kw

General Electric Company near Belmont, Calif.	KGEI	6190, 7250, 9530, 9550, 11730, 15210, 15330, SSA 11790, 15130 and 17880	50 kw
General Electric Company Schenectady, N. Y.	WGEX		25 kw CP only
National Broadcasting Co., Inc. Bound Brook, N. J.	WRCA	6100, 9670, 11890, 15150, 15190, 17780, 21630, SSA 11870 Kc and SA 11893	50 kw (50 to 100 kw on 9670)
National Broadcasting Co., Inc. Bound Brook, N. J.	WNBI	Same as WRCA	Same as WRCA
National Broadcasting Co., Inc. Bound Brook, N. J.	WNRA	6100, 9670, 11890,	50 kw
National Broadcasting Co., Inc. Bound Brook, N. J.	WNRE	15150, 15090, 21630 Same as above	CP only 50 kw
National Broadcasting Co., Inc. Bound Brook, N. J.	WNRI	Same as above	CP only 50 kw
National Broadcasting Co., Inc. Bound Brook, N. J.	WNRX	Same as above	CP only 50 kw
Westinghouse Radio Stations, Inc. Hull, Mass.	WBOS	6140, 9570, 11870, 15210, 17780, 21540	CP only 50 kw
World Wide Broadcasting Corp. Scituate, Mass.	WRUL	6040, 11730, 11790, 15130, 15350, 17750, 21460	50 kw
World Wide Broadcasting Corp. Scituate, Mass.	WRUS	6040, 9700, 11730, 15350, 17750, 2146, SSA 6140 7575, 8590, 9750, 11145, 11790, 15130	50 kw
World Wide Broadcasting Corp. Scituate, Mass.	WRUW	11730, 15130, 25600, 11790, 15350, 17750, 9700	20 kw C.P. 50 kw
World Wide Broadcasting Corp. Scituate, Mass.	WRUA	6040, 9700, 11730, 15350, 17750, 21460	50 kw
World Wide Broadcasting Corp. Scituate, Mass.	WRUX	SSA 7575, 7805	7 kw

Pending Applications

General Electric Co. Belmont, Calif.	To be determined	100 kw

Due to the shortage of paper we are omitting the FCC regulations regarding International Broadcast Stations. This list will be found on pages 993-994 of the 1943 RADIO ANNUAL.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

LATIN-AMERICAN NETWORKS

CBS — NBC

LA CADENA DE LAS AMERICAS
(The Network of the Americas)
of
THE COLUMBIA BROADCASTING SYSTEM

—— *PERSONNEL* ——

Director of Shortwave Broadcasting and Latin American Relations.....Edmund A. Chester
Assistant Director of Latin American Relations and Latin American News Editor.....Roberto I. Unanue
Assistant in Charge of Public Relations for Latin America.....Carlos Garcia-Palacios
Publicity Assistant .....Marge Kennedy
Publicity Assistant .....B. F. Aldana
Director of Programs.....William H. Fineshriber
Assistant Director of Programs, Supervisor of Special Events Programs, Traffic Manager..John W. Hundley
Director of Music.....Terig Tucci
Production Chief.....Russ Johns
Script Department Manager.....Benjamin F. Feiner, Jr.
Shortwave News Director.....Lawrence S. Haas
Network Service Manager.....Frank Kizis
Engineer in Charge of International Broadcasting.....Guy Hutcheson

ARGENTINA

Call Letters	*Station Name*	*City*	*Frequency Kilocycles*	*Power Watts*
LR3	Radio Belgrano	Buenos Aires	950	50000
LRY	Radio Belgrano	Buenos Aires	11840	50000
LRY1				
	—Radio Belgrano Network—			
LU7	Radio General San Martin	Bahia Blanca	1240	1500
LV3	Radio Cordoba	Cordoba	620	25000
LT7	Radio Provincia	Corrientes	1340	5000
LT1	Radio del Litoral	Rosario	780	12000
LV1	Radio Graffigna	San Juan	560	10000
LV4	Radio San Rafael de Mendoza	San Rafael	690	5000
LV11	Radio del Norte	Santiago del Estero	1170	500
LV12	Radio Aconquija	Tucuman	580	5000
LV14	Radio La Rioja	La Rioja	1460	500
LV10	Radio Cuyo	Mendoza	1210	2500
LV13	Radio San Luis	San Luis	——	——
ZP9	Radio Encarnacion	Encarnacion, Paraguay	——	——
ZP1	Radio Encarnacion	Encarnacion, Paraguay	——	——
CXA8	Radio Real de San Carlos	Colonia, Uruguay	9620	20000
CXA14	Radio Real de San Carlos	Colonia, Uruguay	11820	1000

BOLIVIA

CP4	Radio Illimani	La Paz	1040	10000
CP5	Radio Illimani	La Paz	6200	1000

CHILE

Call Letters	Station Name	City	Frequency Kilocycles	Power Watts
CB57	Radio Sociedad Nacional de Agricultura	Santiago de Chile	570	6000
CB1180	Radio Sociedad Nacional de Agricultura	Santiago de Chile	11800	1000
CB90	Radio Sociedad Nacional de Agricultura	Valpariso	900	1000

COLOMBIA

HJAG	Emisora Atlantico	Barranquilla	1050, 4905	1000
HJAH	Emisora Atlantico	Barranquilla	1080	1000
HJCS	Radio Continental	Bogota	920	50000
HJEB	La Voz del Valle	Cali	1150	500
HJED	La Voz del Valle	Cali	4825	1000
HJFB	Radio Manizales	Manizales	6105	1000
HJFD	Radio Manizales	Manizales	1390	500
HJDT	Radio Nutibara	Medellin	1150	500
HJFF	Ondas del Otun	Pereira	1350	1000

COSTA RICA

TIPG	La Voz de la Victor	San Jose	625	5000
TIPG	La Voz de la Victor	San Jose	9615	2000

CUBA

CMJN	RHC Cadena Azul	Camaguey	740	1000
CMCY	RHC Cadena Azul	Havana	590	15000
COCY	RHC Cadena Azul	Havana	11470	1000
CMKV	RHC Cadena Azul	Holguin	600	1000
CMHI	RHC Cadena Azul	Santa Clara	570	15000
COHI	RHC Cadena Azul	Santa Clara	6450	5000
CMKN	RHC Cadena Azul	Santiago de Cuba	930	1000

DOMINICAN REPUBLIC

HIIZ	Broadcasting Nacional	Ciudad Trujillo	6315	100
HIZ	Broadcasting Nacional	Ciudad Trujillo	1350	200

ECUADOR

HC2AJ	Compania del Ecuador	Guayaquil	1050	1000
HC2AK	Compania del Ecuador	Guayaquil	9310	1000
HCQR	Radio Quito	Quito	1340	250
HCQRX	Radio Quito	Quito	5970	300

EL SALVADOR

YSP	La Voz de Cuscatlan	San Salvador	—	—
YSP	La Voz de Cuscatlan	San Salvador	—	—
YSPA	La Voz de Cuscatlan	San Salvador	—	—
YSPB	La Voz de Cuscatlan	San Salvador	—	—

GUATEMALA

TGW	La Voz de Guatemala	Guatemala City	610	10000
TGWA	La Voz de Guatemala	Guatemala City	9685, 15170	10000
TGWB	La Voz de Guatemala	Guatemala City	6460	1000
TGWC	La Voz de Guatemala	Guatemala City	1520	1000

HAITI

Call Letters	Station Name	City	Frequency Kilocycles	Power Watts
HHW	Sation de Radiodifusion	Port-au-Prince	1230	75
HH3W	Sation de Radiodifusion	Port-au-Prince	9595	150

HONDURAS

HRN	La Voz de Honduras	Tegucigalpa	1450	500

MEXICO

XEQ	Radio Pan Americana, S. A.	Mexico City	730	50000
XEQQ	Radio Pan Americana, S. A.	Mexico City	9680	1000
XEA		Campeche, Cam	1370	250
XEBU		Chihuahua, Chih	1260	500
XEBL	Max Gomez Blanco	Culiacan, Sin	1260	500
XEHL		Guadalajara, Jal	1370	50
XEHQ		Hermosillo, Son	590	300
XEDS		Mazatlan, Sin	1320	500
XEFC	Julio Molina Fonto	Merida, Yuc	1340	250
XEMR	Enrique Serna Martinez	Monterrey, N. L	1370	500
XELQ	Francisco Laris Iturbide	Morelia, Mich	1270	100
XEAX	Alvaro Rodriguez A.	Oaxaca, Oax	1270	500
XEHR	Manuel R. Canalo	Puebla, Pue	1090	250
XEBM		San Luis Potosi	1260	150
XETU	Juan Perez Cardonas	Tampico, Tams	1460	1000
XEDN	Alejandro O. Stevenson, Jr.	Torreon, Coah	1260	250
XEHV	Juan A. Palavicini	Veracruz, Ver	1310	1000

NICARAGUA

YNOW	La Voz de la America Central	Managua	6850	800

PANAMA

HOC	Radio Teatro Estrella de Panama	Panama City	1440	50
HP5A	Radio Teatro Estrella de Panama	Panama City	11700	1000

PARAGUAY

ZP3	Radio Teleco	Asuncion	700	8000
ZPA3	Radio Teleco	Asuncion	11877	1200

PERU

OAX6C	Radio Continental	Arequipa	1370	250
OAX6D	Radio Continental	Arequipa	9500	250
OAX6E	Radio Continental	Arequipa	6055	300
OAX4A	Radio Nacional del Peru	Lima	850	10000
OAX4Z	Radio Nacional del Peru	Lima	6082	15000
OAX4U	Radio America	Lima	1030	5000
OAX4V	Radio America	Lima	5990	2000
OAX4W	Radio America	Lima	9440	1500

URUGUAY

CX16	Radio Carve	Montevideo	850	10000
CX24	Radio la Voz del Aire	Montevideo	58000	2500
CXA8	Radio Belgrano	San Carlos, Colonia	9620	20000
CXA14	Radio Belgrano	San Carlos, Colonia	11820	1000

VENEZUELA

YV5RG	Ondas Populares	Caracas	1010	1000
YV5RU	Ondas Populares	Caracas	6070	2232
YV6RA	Ecos Del Orinoco	Ciudad Bolivar	1400	750
YV6RU	Ecos Del Orinoco	Ciudad Bolivar	4790	1000
YV1RA	Ecos Del Zulia	Maracaibo	1300	200
YV1RV	Ecos Del Zulia	Maracaibo	4750	300
YV4RE	Radio Valencia	Valencia	1400	1000
YV4RP	Radio Valencia	Valencia	3460	1000

NBC INTERNATIONAL
Pan-American Network

—PERSONNEL—

Vice-President in Charge of International Relations ..... John F. Royal
Manager of International Division ..... Fred B. Bate
Radio Facilities Engineer ..... Raymond F. Guy
Director, Latin American Programs and Chief of Spanish Section ..... Eli B. Canel
Continuity Acceptance ..... F. J. Lara
Production Chief ..... Ary Moll
Assistant Production Chief ..... Alvaro Gonzalez
Assistant Production Chief ..... Aurora Diaz
Chief of Portugues Section ..... Manuel Souza
Musical Director ..... Emilio de Torre
Director of Station Relations ..... Cal J. Abraham
Publicity and Public Relations Assistant ..... Miguel Albornoz
Chief of Traffic Section ..... Charles Mangano

ARGENTINA

Call Letters	Station Name and/or Owner	Location	Frequency Kilocycles	Power Watts
LR4	Radio Splendid	Buenos Aires	990	50000
LRS	Radio Splendid	Buenos Aires	9315	30000
LRS1	Radio Splendid	Buenos Aires	5900	30000
	Radio Splendid Network (Red Argentina de Emisoras Splendid S. A.)			
LW1	de la Red Splendid	Cordoba	790	15000
LT2	de la Red Splendid	Rosario	1230	15000
LU3	de la Red Splendid	Bahia Blanca	1150	10000
LT4	de la Red Splendid	Posadas	1010	1500
LV6	de la Red Splendid	Mendoza	630	10000
LW7	de la Red Splendid	Catamarca	730	1500
LU5	de la Red Splendid	Neuquen	1130	1500
LW8	de la Red Splendid	Jujuy	1130	1500
LU6	Radio Atlantica	Mar del Plata	1300	1500
LU4	Comodoro Rivadavia	Chubut	640	1500
LU12	Rio Gallegos	Santa Cruz	680	1500

BOLIVIA

CP20	Radio El Condor	La Paz	930	1000
CP15	Radio El Condor	La Paz	5880	500
CP18	Radio El Condor	Oruro	900	250

CHILE

CB138	Radio El Mercurio	Santiago	1380	15000
CB1185	Radio El Mercurio	Santiago	11850	5000
CB64	Radio Cristobal Colon	Valparaiso	640	3000
CD69	Radio La Frontera	Temuco	690	1200
CC117	Radio Simone Bolivar	Concepcion	1170	1000

COLOMBIA

HJCC	La Voz de Bogota	Bogota	870	5000
HJCE	La Voz de Bogota	Bogota	6240	1000
HJCF	La Voz de Bogota	Bogota	6073	750
HJCR	Radiodifusora Nacional	Bogota	1200	5000
HJCT	Radiodifusora Nacional	Bogota	6260	2500
HJAN	La Voz de la Victor	Barranquilla	1190	1000
HJAB	La Voz de Barranquilla	Barranquilla	4785	2500
HJDK	La Voz de Antioquia	Medellin	1250	1000
HJDE	La Voz de Antioquia	Medellin	6145	5000
HJGK	Radio Santander	Bucaramanga	1280	500
HJGB	Radio Santander	Bucaramanga	4775	2500
HJFE	Radio Quirama	Pereira	1470	499
HJFA	La Voz de Pereira	Pereira	6054.3	750
HJAF	Emisoras Fuentes	Cartagena	1240	350
HJAE	Emisoras Fuentes	Cartagena	4965	1000

COSTA RICA

Call Letters	Station Name and/or Owner	Location	Frequency Kilocycles	Power Watts
TIPG	La Voz de la Victor	San Jose	625	6000
TIPG	La Voz de la Victor	San Jose	9615	2000
TINBC	La Voz de la Democracia	San Jose	1070	4000

CUBA

CMQ	Circuito CMQ S.A.	Habana	690	25000
COCQ	Circuito CMQ S.A.	Habana	6370	5000
CMBZ	Radio Salas	Habana	950	250
COBZ	Radio Salas	Habana	9030	250

CMQ Network (Circuito CMQ)

CMHQ	del Circuito CMQ	Santa Clara	810	10000
CMJL	del Circuito CMQ	Camaguey	620	10000
CMKJ	del Circuito CMQ	Holguin	800	10000
CMKU	del Circuito CMQ	Santiago	970	1000

DOMINICAN REPUBLIC

HIX	Radiodifusora Oficial	Ciudad Trujillo	950	250
HI1X	Radiodifusora Oficial	Ciudad Trujillo	6342	300
HI3X	Radiodifusora Oficial	Ciudad Trujillo	11960	300
H19B	Broadcasting "Hotel Mercedes"	Santiago	6383	400

ECUADOR

HCJB	La Voz de los Andes	Quito	974	1000
HCJB	La Voz de los Andes	Quito	4108	200
HCJB	La Voz de los Andes	Quito	9958	1000
HCJB	La Voz de los Andes	Quito	12455	10000
HC2GI	Radio El Telegrafo	Guayaquil	1165	500
HC2ET	Radio El Telegrafo	Guayaquil	9200	200

EL SALVADOR

YSS	Alma Cuscatleca	San Salvador	638	500
HUB	Alma Cuscatleca	San Salvador	4780	300
YSD	Alma Cuscatleca	San Salvador	7894	500

GUATEMALA

TGW	La Voz de Guatemala	Guatemala City	610	10000
TGWA	La Voz de Guatemala	Guatemala City	15170	10000
			9685	10000
TGWB	La Voz de Guatemala	Guatemala City	6480	1000
TGWC	La Voz de Guatemala	Guatemala City	1520	1000

HAITI

HH2S	Societe Haitienne de Radiodiffusion	Port-au-Prince	5945	400

HONDURAS

HRN	La Voz de Honduras	Tegucigalpa	5875	500

MEXICO

XEW	La Voz de la America Latina desde Mexico	Mexico City	900	100000
XEWW	La Voz de la America Latina desde Mexico	Mexico City	9500	10000
			15160	10000

Call Letters	Station Name and/or Owner	Location	Frequency Kilocycles	Power Watts
	XEW Network (Cadena XEW)			
XEKJ	Refugio A. de Valdivieso	Acapulco, Gro.	1400	250
XEBI	Pedro C. Rivas	Aguascalientes	1360	250
XEFQ		Cananca, Son.	980	500
XEP	Esteban Parra	Ciudad Juarez	1300	500
XEBJ	Fernando Elizalde	Ciudad Victoria	1450	100
XEA	Luis A. Maury	Campeche, Camp.	1370	250
XEBA		Ciudad Guzman	1270	250
XENC		Celaya, Gto.	1540	250
XEFI	Ramiro G. Uranga	Chihuahua, Chih.	1440	1000
XERL	La Voz Costena desde Colima	Colima, Col.	1280	250
XEJC		Cuernavaca	1420	150
XESA	Pablos y Elizalde	Culiacan, Sin.	1360	250
XEE	Alejandro Stevenson, Jr.	Durango, Dgo.	1280	250
XEAV		Guadalajara, Jal.	580	1000
XEBH	Carlos Balderrama	Hermosillo, Son.	920	1000
XEBO	Alfonso Martinez	Irapuato, Gto.	1330	500
XEKL	El Heraldo de Vera Cruz	Jalapa, Ver.	550	100
XERZ	Rafael C. Navarro	Leon, Gto.	1240	250
XECF	Francisco Perez H.	Los Mochis, Sin.	1330	1000
XERJ	Oscar Perez A.	Mazatlan, Sin.	1320	500
XEME	Perfecto Villamil Cisnero	Merida, Yuc.	1270	400
XECL		Mexicali, B. C.	990	5000
XEDW	Hector Silva Canto	Minatitlan, Ver.	1260	250
XEAM	Manuel L. Salinas	Matamoros, Tamps.	1400	250
XEI	Tiburcio Ponce	Morelia, Mich.	1400	250
XEFB	Jesus Quintanilla	Monterrey, N. L.	630	500
XEFE	Rafael T. Carranza	Nuevo Laredo	960	1000
XEGL	Fausto M. Gomez	Navojoa, Son.	1270	500
XEHF		Nogales, Son.	1370	1000
XEAX	Alvaro Rodriguez A.	Oaxaca, Oax.	1370	500
XETQ	Francisco Campos H.	Orizaba, Ver.	1370	250
XEMU	Cia Radiodifusora de P. N.	Piedras Negras	580	250
XEHR	Roberto Canedo	Puebla, Pue.	1090	250
XEJR	Anastasio Gomez Gallardo	Parral, Chih.	1490	100
XEJX	Radioemisora Queretana	Queretaro, Qro.	1450	250
XERT		Reinosa, Tampa.	590	250
XEDE		Saltillo, Coah.	1400	250
XECZ	Ceferino Z. Jimenez	San Luis Potosi	1430	1000
XETU		Tampico, Tamps.	1460	1000
XEC		Tijuana, B. C.	1310	250
XEBX	Miguel B. Rodriguez	Sabinas, Coah.	610	250
XETL	Calixto Almazan	Tuxpan, Ver.	1390	250
XERK	Dario Mondragon	Tepic, Nay.	1450	250
XEBP	Alejandro O. Stevenson	Torreon, Coah.	1260	250
XEU	Fernando Pazos y Cia	Veracruz, Ver.	960	500
XEUF	Ignacio Navarro	Uruapan, Mich.	550	350
XELK		Zacatecas, Zac.	1280	100
XEGC	Guillermo Calzada	Zamora, Mich.	1450	100

NICARAGUA

YNPS	La Voz de Nicaragua	Managua	6760	1000
YNDS	La Voz de Nicaragua	Managua	6240	750

PANAMA

HOA	Radio Panamericana	Panama City	1000	400
HP5G	Radio Panamericana	Panama City	11780	600
HOK	La Voz de la Victor	Colon	640	250
HP5K	La Voz de la Victor	Colon	6005	200

PARAGUAY

Call Letters	Station Name and/or Owner	Location	Frequency Kilocycles	Power Watts
ZP9	Radio La Capital	Asuncion	970	1200

PERU

OAX4A	Radio Nacional del Peru	Lima	854	10000
OAX4Z	Radio Nacional del Peru	Lima	6082	15000
OAX4T	Radio Nacional del Peru	Lima	9562	10000
OAX6A	Radio Arequipa	Arequipa	6042	200

PUERTO RICO

WNEL	The Link of the Americas	San Juan	1320	5000

URUGUAY

CX-14	El Espectador	Montevideo	810	15000
CXA-19	El Espectador	Montevideo	11705	5000
CX-18	Radio Libertad	Montevideo	890	3000
CXA-9	Radio Libertad	Montevideo	15345	3000

El Espectador Network (Cadena Uruguaya de Radiodifusion)

CW-7	Radio Carmelo	Carmelo	640	1000
CW-19	Difusora Rochense	Rocha	1340	50
CW-23	Radio Cultural	Salto	820	500
CW-33	Radio Florida	Florida	1200	75
CW-35	Radio Paysandu	Paysandu	1240	750
CW-43	Radio Lavalleja	Minas	1420	300
CW-46A	Zorilla de San Martin	Tacuarembo	1400	1200
CW-47A	Radio Welcome	San Jose	1510	100
CW-45	Difusora Treinta y Tres	Treinta y Tres	1390	250

VENEZUELA

YV5RA	Radio Caracas	Caracas	960	10000
YV5RN	Radio Caracas	Caracas	4920	5000
YV1RK	Radio Popular	Maracaibo	1250	300
YV1RL	Radio Popular	Maracaibo	4810	300
YV2RB	La Voz del Tachira	San Cristobal	980	500
YV2RN	La Voz del Tachira	San Cristobal	4830	2000
YV4RA	La Voz de Carabobo	Valencia	1350	1000
YV4RO	La Voz de Carabobo	Valencia	6130	1000
YV1RW	Radio Coro	Coro	1370	200
YV1RY	Radio Coro	Coro	4770	300
YV6RE	Emisoras Unidas	Barcelona	1080	500
YV6RC	Emisoras Unidas	Barcelona	3450	1500
YV2RC	La Voz de la Sierra	Merida	3420	500
YV1RO	Radio Trujillo	Trujillo	3310	800
YV3RE	Radio Barquisimeto	Barquisimeto	1475	1500
YV3RN	Radio Barquisimeto	Barquisimeto	6120	2000

STATIONS OF CUBA

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Bayamo, Orte	CMKX	1390	0.25	Oscar Vidal Benitez
Caibarien	CMHD	1560	0.25	Manuel Alvarez
Camaguey	CMJL	920	10.0	Cambo y Gabriel S. A.
Camaguey	CMJN	740	1.0	.....
Camaguey	COJK	8663	1.0	Jones, Castrillon y Cia.
Camaguey	CMJK	1160	0.25	Jones, Castrillon y Cia.
Camaguey	CMJA	1060	0.25	Rafael Valdes Jiminez
Camaguey	CMJE	1230	0.25	Primo Alonso Casares
Camaguey	CMJF	1300	0.25	Gertrudis de la Cruz (Perez)
Camaguey	CMJW	1440	0.25	Andres Moran Cisneros
Camaguey	CMJC	1340	0.25	Fernando Terron Bolanos
Camajuani (Santa Clara)	CMHO	1250	0.25	Enrique Lasanta, Oliver
Cardenas, Mtzas.	CMGE	1470	0.25	Genaro Sabater
Ciego de Avila	CMJH	1370	0.25	Luis Marauri Mendoza
Ciego de Avila	CMJI	1400	0.25	Isidro Castellanos Perez
Ciego de Avila	CMJM	1270	1.0	.....
Ciego de Avila	CMJO	1470	0.25	Bonifacio Ildefonso
Cienfuegos, L. V.	CMHM	1450	0.25	Jose Ramon Femenias, Jr.
Cienfuegos, L. V.	CMHJ	1350	0.25	Romualdo Ugalde y Cordero
Cruces, L. V.	CMHK	1380	0.25	Virgilia Villanueva
Guanajay, P. del Rio	CMAC	1370	0.1	Jose Manuel Alverez Valdes, Guillermo Alvarez Valdes, Israel Porras Fajardo
Guantanamo, Orte	CMKS	900	0.25	Candido Savon Suarez
Guantanamo, Orte	CMKH	1130	0.25	Virgilio Arciero Maffei
Guines	CM9RT	1610	0.25	Raul Torres Pabdal
Guanabacoa (Habana)	COCH	9437	1.0	Radio International
Guanabacoa (Habana)	CMBH	1540	5.0	Vicente Espinosa
Guanabacoa (Habana)	CMCF	910	5.0	Radio International
Habana	COCQ-1	8833	5.0	Cambo Y Gabriel S. A.
Habana	COBZ	9030	1.0	Manuel y Guillermo Salas
Habana	CMA5	5780) 6790) 8630) 11560) 15505) 17260)	1.0 0.15	Cuba Transatlantic Radio Corporation
Habana	CMCJ	1580	0.25	Rafael Rodriguez
Habana	CMCR	1580	0.25	Juan Gonzalez y Seneriz
Habana	CMCA	1490	0.25	Augusto Tostar y J. M. Gonzalez
Habana	CMCG	1460	0.25	Dr. Miguel Angel Campos
Habana	CMCQ	740	0.25	Andres Martinez
Habana	CMBX	1390	0.25	Vicente Espinosa, Julio C. Traviaso
Habana	CMK	830	0.25	Fausto Montiel
Habana	CMQ	690	25.0	Cambo y Gabriel S. A.
Habana	CMCY	590	15.0	.....
Habana	CMW	550	2.5	Adolfo Gil y Miguel Troncoso
Habana	COCX	11650	1.0	Francisco A. Lavin
Habana	COCW	21740) 6322)	1.0	Adolfo Gil y Miguel Troncoso (Under construction)

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Habana	COCM	9833	1.0	Cia. Transradio Columbia, S. A.
Habana	COCY	11740 21620	0.1	.....
Habana	COBQ	9235 9540	0.1	Andrea Martinez
Habana	COF	7255	0.1	Guartel de Bomberos Ministero de Defensa Republicas
Habana	COK	11616	1.0	Cuban National Sports Dept.
Cerro (Habana)	CMCB	1330	0.25	Metropolitan Radio de Cuba, S. A.
Habana	CMOA	1360	0.25	Juan Fernandez Duran
Habana	CMC	1360	0.25	Rafael Valdes
Habana	CMBG	1390	0.25	John L. Stowers
Habana	CMCX CMCH	1290	0.25	Jose Custodio Milagro Rambaut y Lanza
Habana	CMCW	1230	0.25	Jose Vilarino
Habana	CMCU	1190	0.25	Jorge Garcia Serra
Habana	CMBY	1110	0.25	Pagos y Cia.
Habana	CMX	1010	10.0	Francisco A. Lavin
Habana	CMBZ	950	5.-D 1.-N	Manuel y Guillermo Salas
Holguin	CMKJ	970	1.0	Cambio & Gabriel, S. A.
Holguin	CMKV	600	1.0	.....
Holguin	CMKF	1490	0.25	Manuel J. de Gongara
Holguin	CMKO	1220	0.25	Manuel Angulo Farran
Holguin	CMKG	1050	0.25	Emilio Grau Medina
Jovellanos (Matanzas)	CMGN	1310	1.0	.....
Manzanillo, Orte.	CMKE	1320	0.25	Cia. Radio Emisora Manzanillo, S. A.
Manzanillo, Orte.	CMKM	560	0.25	Raimundo Comas Solar, Merchan y P. Gigueredo
Matanzas, Cuba	COGF	11800	1.0	Bernabe R. de la Torre
Matanzas, Cuba	CMGH	1440	1.0	Garcia Alvarez & Heirs
Matanzas, Cuba	CMGF	1240	0.25	Bernabe R. de La Torre
Marianao (Habana)	CMZ-1	660	0.5	Government—Ministry of Nat'l Defense
Marianao (Habana)	CMBF	730	5.0	Compania Radio Universal, S. A.
Marianao (Habana)	CMZ	1260	5.0	Ministry of Education (Gov't of Cuba)
Marianao (Habana)	COX	9640	5.0	Ministry of Education (Gov't of Cuba)
Nuevitas, Cam.	CMJQ	1580	0.25	Manuel Puig Martinez
Palma Soriano, Orte.	CMKZ	1430	0.25	Joaquin Venero Obregon
Pinar del Rio	CMAB	1450	0.25	Francisco Martinez P. R.
Pinar del Rio	CMAQ	810	1.0	Cambio y Gabriel, S. A.
Pinar del Rio	CMAN	1300	1.0	.....
Placetas, L. V.	CMHP	1320	0.25	Candido de Los Angeles, Guevara Perdomo
Puentes Grandes (Habana)	CMBQ	1150	5.-D I.-N	Amletto Battisti
Puerto Padre, Orte.	CMKY	1350	0.1	Pedro Zacca Cheda
Rancho Boyeros, Habana	COBC	9363	1.0	Domingo Fernandez Cruz
Rancho Boyeros, Habana	CMBC	790	5.-D I.-N	Domingo Fernandez Cruz
Regla (Habana)	CMCD	630	12.0	.....
Regla (Habana)	COCD	6130	1.0	.....
Reparto Rancho Boyeros (Habana)	CMCK	980	5.0	Luis Casas Rodriguez, Ernesto Casas Rodriguez
Reparto Rancho Boyeros (Habana)	COCO	8700	5.0	Luis Casas Rodriguez, Ernesto Casas Rodriguez

CUBA STATIONS

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Reparto Vedado (Habana)	CMBD	1460	5.0 0.25	Luis Perez Garcia
Reparto Vedado (Habana)	CMOX	1490	1.0	Perez y Chisholm
Roselea Abreu	CMBL	860	5.0	Radio Cadena Suaritos S. A. (Laureano Suarez Valdes)
Sagua La Grande, S. C.	CMHA	1280	0.25	Abelarde Menocal
Sancta Spiritus	CMHB	1410	0.25	V. E. Weiss y O. Ramirez Isla
Santiago de Cuba	CMKN	930	1.0	.....
Santiago de Cuba	CMKU	760	1.0	Cambo y Gabriel
Santiago de Cuba	CMKW	1000	1.0	Ricardo Miranda Cortes y Raul Soulary Echevarria
Santiago de Cuba	CMKC	1250	0.25	Roberto Miguel Gonzalez
Santiago de Cuba	CMKR	1090	0.25	Jaime Nadal
Santiago de Cuba	COKG	8942	1.2	Emilio Grau Medina
Santiago de Cuba	CML-5	15505) 5780) 8630) 6790) 11560) 17260)	0.15	Cuba Transatlantic Radio Corp.
Santiago de Cuba	CMKD	1290	1.0	Otto Juan Vinas Gimeno
Santiago de las Vegas, (Habana)	CMBA	1420	0.25	Juan de Dios Carreno y Valdes
San Luis, Oriente	CMKQ	1460	0.5	Angela Viciedo Quintero
Santa Clara (Las Villas)	CMHQ	800	10.0	Cambo y Gabriel
Santa Clara (Las Villas)	CMHN	960	1.0	.....
Santa Clara (Las Villas)	CMHX	1480	0.25	Francisco Chavarrey Fuster
Santa Clara (Las Villas)	CMHI	570	15.0	.....
Santa Clara (Las Villas)	COHI	11765 6455	5.0	.....
Santa Clara (Las Villas)	CMBM	1450	0.25	Jose Ramon Femenias, Jr.
C. de Manicaragua, Santa Clara (Las Villas)	CMHW	960	1.0	.....
Trinidad, L. V.	CMHT	990	0.25	F. E. Soto del Valle
Vedado (Habana)	CMOY	...	0.25	.....
Vedado (Habana)	CMCO	1230	0.25	Enrique Lasanta Oliver Lessee—Carlos M. Sanchez
Vedado (Habana)	CMBS	1090	1.0	Enrique Artalejo Fernandez
Vedado (Habana)	CMCM	1060	0.25	Compania Transradio Columbia, S. A.

STATIONS OF MEXICO

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Acapulco, Gro.	XEKJ	1400	0.25	.....
Agua Prieta, Son.		610	0.25	(Under construction)
Agua Prieta, Son.	XERP	1190	50.0	.....
Aguascalientes	XEBI	1360	0.25	Pedro C. Rivas

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Aguascalientes	XELY	1490	0.15	.....
Campeche	XEA	1370	1.0	Luis A. Maury
Cananea, Son.	XEFQ	980	0.5	Ernesto Felix
Cananea, Son.	XESY	1320	0.2	Hector Compoy
Cananea, Son.		1490	0.25	.....
Casas Grandes, Chih.	XETX	1400	0.1	.....
Celaya, Guan.	XENC	1540	0.25	.....
Celaya, Guan.		1090	0.25	.....
Chihuahua	XEFI	1440	1.0	Ramiro G. Uranga
Chihuahua	XEM	1390	0.5	Pedro Meneses, Jr.
Chihuahua	XEBW	1280	0.6	.....
Chihuahua	XEBU	1260	0.1	Feliciano Lopez Islas
Chihuahua		580	0.25	.....
Chilpancingo, Gro.		1300	0.25	.....
Ciudad Camargo, Chih.	XEOH	1270	0.15	.....
Ciudad Delicias	XEJK	1340	0.1	David G. Cervantes
Ciudad Guzman, Jal.	XEBA	1270	0.25	Jose D. Gonzales
Ciudad Juarez, Chih.	XELO	800	150.0	Cia. Radiodifusion de Piedras Negras
Ciudad Juarez, Chih.	XEJ	970	5.0	Pedro Meneses, Jr.
Ciudad Juarez, Chih.	XEP	1300	0.5	Esteban Parra
Ciudad Juarez, Chih.	XEWG	1460	1.0	Carlos Mendez
Ciudad Juarez, Chih.	XEF	1420	0.25	Gilberto Gil
Ciudad Juarez, Chih.	XEFV	1240	0.25	Dario Cordoba
Ciudad Juarez, Chih.		1340	0.25	.....
C. Madero, Tams.	XETR	1490	0.1	Cesar Trujillo Badillo
C. Obregon, Son.	XEAP	1290	0.1	Emilio Manzanilla
C. Obregon, Son.	XEOX	1340	0.25	Felipe G. de Leon
C. Valles, San Luis Potosi		1340	0.1	.....
C. Victoria, Tams.	XEBJ	1450	0.1	Fernando Elizalde
Coatzacoalcos, Veracruz	XEFZ	1340	0.25	Pedro E. Rocher
Colima	XERL	1280	0.25	J. Roberto Levy
Cordoba de Veracruz	XECW	1340	0.25	Juan Sedas M.
Cordoba de Veracruz	XEAG	1280	0.25	Diodoro Zuniga
Cuernavaca, Moreles	XEJC	1420	0.1	.....
Cuernavaca, Moreles		....	....	Ing. Juan Gutierrez, Jr.
Cuernavaca, Moreles	XEY	980	0.15	Lucinda Arenas de Meza Millan
Culiacan, Sin.	XESA	1360	0.5	Pablos y Elizalde, S. de R. L.
Culiacan, Sin.	XEBL	1260	0.5	Max Gomez Blanco
Culiacan, Sin.	XEGF	1300	0.1	.....
Durango	XEE	1280	0.25	Alejandro O. Sevenson, Jr.
Durango	XEDU	1400	0.15	.....
Ensenada, B. C.	XEPF	1400	0.2	Luis Enrique Enciso
Fresnillo, Zac.	XEMA	1340	0.1	Jose M. Acesedo Moya
Gomez Palacio, Dur.	XEMG	1310	0.25	.....
Guadalajara, Jal.	XEJB	1010	5.0	Gobierno del Estado de Jalisco
	XEJG	4820	0.2	
Guadalajara, Jal.	XEDK	1250	0.5	Salvador Vasquez Tello
Guadalajara, Jal.		760	0.25	.....
Guadalajara, Jal.	XED	680	1.0	Cia. Radiofonografica, S. A.
	XEDQ	6155	0.1	
Guadalajara, Jal.	XEHL	1370	0.5	Radio Anunciadora Kist, S. de R. L.
Guadalajara, Jal.	XELW	1340	0.25	Salvador Galindo de la Torre
Guadalajara, Jal.	XEHK	960	0.25	Carmen Villasenor
Guadalajara, Jal.	XEAV	580	1.0	Alfredo Vasquez, Cine Alameda
Guadalajara, Jal.	XEAD	1150	0.25	Alejandro A. Diaz
Guadalajara, Jal.	XEXN	1400	0.25	.....
Guanajuato, Guan.	XEJT	570	0.1	.....
Guaymas, Son.	XEDR	1490	0.25	Modesto Ortega
Hermosillo, Son.	XEBH	920	1.0	Carlos Balderrama
	XEBR	11820	0.15	
Hermosillo, Son.	XEDL	1250	0.5	.....

MEXICO STATIONS

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Hermosillo, Son.	XEHQ	590	0.3	Jose Sosa
Hermosillo, Son.	XEOP	950	0.5	.....
Hermosillo, Son.	.....	1300	0.25	.....
Hidalgo del Parral, Chih.	XEJS	1150	0.5	.....
Hidalgo del Parral, Chih.	XEAT	1250	0.25	Jorge Perez
Hidalgo del Parral, Chih.	XEJR	1490	0.1	Anastasio Gomez Gallardo
Iguala, Gro.	.....	1450	0.25	.....
Irapuato, Gto.	XEWE	1420	0.1	Felipe Gallardo
Irapuato, Gto.	XEBO	1330	0.5	Alfonso Martinez
Jalapa de Veracruz	XEBF	6090	0.25	Pedro Coronel Aburto
Jalapa de Veracruz	XEKL	550	0.1	Carlos Ferraez Matos
Jalapa de Veracruz	XEJA	1400	0.25	.....
Jalapa de Veracruz	.....	580	0.35	.....
Jalapa de Veracruz	XEJW	1490	0.1	.....
La Paz, B. C.	XEPX	550	0.25	.....
Leon de Guanajuato	XEFM	1270	0.1	Sucs. R. Ortiz Gonzalez
Leon de Guanajuato	XERZ	1240	0.25	Rafael C. Navarro
Leon de Guanajuato	XERW	1390	0.1	Rafael C. Navarro
Linares	XER	1260	0.25	Rafael T. Carranza
Los Algodones, B. C.	.....	560	0.1	.....
Los Mochis, Sin.	XECF	1410	1.0-D 0.5-N	Francisco Perez H.
Magdalena de Sonora	XEDJ	1450	0.1	Enrique Sorolegui
Matamoros, Tam.	XEO	970	0.75	.....
Matamoros, Tam.	XEXP	1450	0.1	.....
Matamoros, Tam.	XEAM	1400	0.25	Manuel L. Salinas
Mazatlan, Sin.	XERJ	1320	0.5	Oscar Perez E.
Mazatlan, Sin.	XEDS	1420	0.5	Alejandro A. Schober
Mazatlan, Sin.	.....	1380	0.25	.....
Merida, Yuc.	XEZ	600	2.0	Jorge L. Palomeque
Merida, Yuc.	XEME	1270	0.5	Perfecto Villamil Cicero
Merida, Yuc.	XEFC	1340	0.25	Julio Molina Font
Merida, Yuc.	XEFK	1450	0.1	Manuel Zapata Espinosa
Merida, Yuc.	XEMQ	1240	0.25	Lazaro Achurra Suarez
Merida, Yuc.	XEMH	1400	0.25	Alvaro Barquet Y.
Mexicali, B. C.	XECL	990	5.0	Alfonso A. Lacarra
Mexicali, B. C.	XEAO	910	0.25	Chavez y Castro, Sucesores
Mexicali, B. C.	.....	560	0.25	.....
Mexicali, B. C.	XEAA	1340	0.25	Alberto Gonzalez
Mexico City	XEXA	6175	0.1	Depto. de Publicidad y Propaganda
Mexico City	XEBT	6000	0.5	El Buen Tono S. A.
	XEB	1220	100.0	
Mexico City	XEW	900	100.0	Cadena Radiodifusora
	XEWW	9500	10.0	Mexicana
Mexico City	XEQ	730	150.0	.....
	XEQQ	9680	1.0	
Mexico City	XEDP	940	50.0	.....
Mexico City	XEOY	1000	10.0	Ignacio Diaz R.
Mexico City	XEST	1060	50.0	.....
Mexico City	XEBZ	660	0.5	Habenero Piza, S. A.
Mexico City	XELA	830	1.0	.....
Mexico City	XEUZ	6130	0.1	Partido Revolucion Mexicana
	XEFO	1110	20.0	
Mexico City	XEN	690	5.0	Guillermina P. de del Conde
Mexico City	XEYU	9600	0.25	.....
	XEUN	860	5.0	
Mexico City	XEML	1550	1.0	Roberto Valezzi Esparza
Mexico City	XEQR	1030	1.0	Corp. Mexicana de Radio, S.A.
Mexico City	XEQK	1350	1.0	Angel H. Ferreiro
Mexico City	XEDA	1290	1.0	Pedro Riestra Diaz
Mexico City	XEMC	1590	5.0	Delores G. Estrada de F.

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Mexico City	XERC	790	1.0	.....
Mexico City	XELZ	1440	1.0	Maria Cardona de Zetina
Mexico City	XENK	620	5.0	.....
Mexico City	XEPH	590	5.0	Pedro Riestra Diaz
Mexico City	XERH	1500	0.5	.....
Mexico City	XEJP	1150	0.6	Delia Cubillas de Fernandez
Mexico City	XESM	1470	5.0-D 1.0-N	Salvador San Martin
Mexico City	XEAI	1320	0.5	Carmen Gutierrez
Mexico City	XEK	970	0.5	Arturo Martinez
Mexico City	XEL	1260	0.75	Ramon Ferrero
Mexico City	XEBS	1410	0.75	Maria Remedios Delgado
Mexico City	.....	1180	0.25	.....
Mexico City	XEMX	1380	0.5	Guillermo Robles
Mexico City	XEOF	560	1.0	.....
Mexico City	XERQ	9610	0.5	Corp. Mexicana de Radio, S.A.
Mexico City	XETT	9555	0.5	Angel H. Ferreiro
Minatitlan, Ver.	XEDW	1260	0.25	Hector Silva Canto
Monterrey, N. L.	XETA	9555	1.0	El Pregonero del Norte, S.A.
	XET	990	5.0	
Monterrey, N. L.	XEG	1050	150.0	.....
Monterrey, N. L.	XEH	1420	1.0	Ing. C. de Tarnava, Jr., Luis de Tarnava, Bros.
Monterrey, N. L.	XEFB	630	0.5	Jesus Quintanilla
Monterrey, N. L.	XEMR	1370	0.5	Henrique Serna Martinez
Monterrey, N. L.	XEX	1280	0.5	El Heraldo del Comercio, S.A.
Morelia, Michoacan	XEKW	6030	0.5	Jose Martinez Ramirez
Morelia, Michoacan	XELQ	1270	0.1	Francisco Larios Iturbido
Morelia, Michoacan	XEI	1400	0.25	Carlos Gutierrez (Tiburcio Ponce)
Morelia, Michoacan	XESF	600	0.25	Jose Martinez R.
Naco, Son.	XETM	1350	1.0	Jesus Manuel Franco
Navojoa, Son.	XEGL	1270	0.5	Fausto M. Gomez
Navojoa, Son.	XENJ	1430	0.5	.....
Navojoa, Son.	XEAJ	1400	0.1	Emilio Manzanilla
Nogales, Son.	XEHF	1370	1.0	Gaston Mascarenas
Nogales, Son.	.....	1010	0.25	Ralph Carranza
Nuevo Laredo, Tams.	XEFE	960	1.0	Rafael T. Carranza
Nuevo Laredo, Tams.	XEDF	790	0.5	Ruperto Villarreal
Nuevo Laredo, Tams.	XEBK	1340	0.1	G. Guajardo y J. M. Cortes
Nuevo Laredo, Tams.	XENT	1140	50.0	Cia. Industrial Universal, S.A.
Nuevo Laredo, Tams.	XELF	1380	0.25	.....
Nuevo Laredo, Tams.	XELC	1410	0.25	.....
Nuevo Laredo, Tams.	XELJ	1260	0.25	.....
Nuevo Laredo, Tams.	XELH	1460	0.1	.....
Oaxaca	XEAX	1270	0.5	Alvaro Rodriguez A.
Orizaba, Veracruz	XEOR	580	1.0	.....
Orizaba, Veracruz	XEPP	1450	0.25	Hector Sotomayor
Orizaba, Veracruz	XETQ	1370	0.25	Francisco Campos H.
Piedras Negras, Coah.	XEMU	580	5.0	Cia. Radiodif. Piedras Negras, S. A.
Piedras Negras, Coah.	XEMJ	920	0.2	Jesus F. Elizalde
Progreso, Yuc.	XEOK	1430	0.1	Arturo Pina Perez
Pueblo	XEHR	1090	0.25	Manuel R. Canalo
Pueblo	XECC	6185	0.05	Ricardo Vasquez A.
	XECD	1170	0.35	
Queretaro	XEJX	1450	0.25	.....
	.....	1300	0.1	
Reynosa, Tams.	XEAW	(1570 (1010	100.0 50.0	Cia. Internacional Reynosa
Reynosa, Tams.	XEAZ	1390	0.25	.....
Reynosa, Tams.	XEKN	1390	0.25	Carlos V. Rodriquez
Reynosa, Tams.	XERT	590	5.0-D 0.25-N	Carlos B. Rodriguez
Rosarito, B. C.	XERB	1090	50.0	Radiodifusora Internacional, S. A.

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Sabinas, Coah.	XEBX	610	0.5	Sucs. Miguel B. Rodriguez
Saltillo, Coah.	XESJ	1250	1.0 D	.....
			0.5-N	
	.....	1450	0.1	
Saltillo, Coah.	XEKS	1330	0.1	Juan Antonio de la Pena
Saltillo, Coah.	XEDE	1400	0.25	Aurelio G. Zaragoza
Saltillo, Coah.	XEXU	1490	0.1	.....
San Luis Potosi	XECZ	1430	1.0	Zeferino Z. Jimenez
San Luis Potosi	XEBM	1260	0.25	Benjamin Briones
San Luis Potosi	XEXQ	1400	0.1	.....
S. Luis Rio Colorado, Son.	XEIY	1450	0.25	Lucinda Arenaxde de Maza Millan
Santa Barbara, Chih.	XESB	1400	0.15	.....
Santa Rosalia, B. C.	.....	560	0.1	.....
Tampico, Tams.	XEFW	810	50.0	Messrs. Flores y Martinez
	XETW	6045	0.1	
Tampico, Tams.	XETU	1460	1.0	Juan Perez Cardenas
Tampico, Tams.	XECA	980	1.0	Nicolas M. Picot
Tampico, Tams.	XES	1300	0.25	Difusora Portena S. de R. L.
Tapachula, Chiapas	XETS	630	0.1	Wadley Dominguez Correa
Tapachula, Chiapas	XETA	1450	0.25	.....
Tehuacan, Pue.	XEWJ	1420	0.1	.....
Tepic, Naryit	XEXT	980	1.0	Gobierno del Estado de Nayarit
Tepic, Naryit	XERK	1450	0.1	Dario Mondragon
Texcoco	XEXE	1450	0.1	H. Ayuntamiento
Teziutlan, Puebla	XETZ	1360	0.25	.....
Tijuana	XEBG	1550	1.0	Angel B. Fernandez
Tijuana	XEAC	690	5.0	Jorge I. Rivera
Tijuana	XEMO	860	5.0	Fernando Frederico Ferreira
Tijuana	XEAU	1470	5.0	Manual Acuna Varela
Tijuana	XEGM	950	1.0	Rita Mayans y Gustavo Faist E.
Tijuana	XEON	1420	2.0	Cia. Radiodifusora, S. A.
Tijuana	.....	1590	5.0	.....
Tijuana	XEAZ	1270	0.5-N	.....
			5.0-D	
Tijuana	XEC	1310	0.25	Luis E. Enciso
Tlaxcala	XEXZ	1480	5.0	.....
Toluca	XEXS	1340	0.1	Instituto Cientifico y Literario
Toluca	XECH	1490	0.25	Rodolfo Llamas
Torreon, Coah.	XETB	1350	0.5	Sucs. Aurelio G. Zaragoza
Torreon, Coah.	XEDN	600	1.0	Difusoras del Norte, S. A.
Torreon, Coah.	XEBP	1260	0.25	Alejandro O. Stevenson, Jr.
Torreon, Coah.	XEQW	1450	0.25	Maria Refugio A. de Valdiviesco
Torreon, Coah.	XEOB	1490	0.1	Panfilo Gonzales Flores
Tuxpan, Veracruz	XETL	1390	0.25	Calixto Almazan
Tuxtla Gutierrez, Chiapas	XEXJ	1280	0.1	Govt. of the State of Chiapas
Uruapan, Mich.	XEFU	550	0.35	Ignacio Navarro
Veracruz	XEFT	9545	0.25	Jose Rodriguez Lopez
Veracruz	XEUW	6020	0.25	Fernando Pazos Sosa
	XEU	960	0.5	
Veracruz	XEHV	1310	1.0	Juan A. Palavicini
Veracruz	XETF	1250	0.5	Jose Rodriguez Lopez
Veracruz	XELR	610	0.1	.....
Veracruz	XELL	1430	0.25	.....
Villa Acuna, Coah.	XEDH	1340	0.25	Vicente Hernandez
Villa Acuna, Coah.	XEAB	1600	5.0	.....
Villa Acuna, Coah.	XEAQ	1430	0.1	.....
Villahermoasa	.....	790	0.5	.....
Zacatecas	XELK	1280	0.1	Jose Macias Guerrero (J. M. Acevido)
Zamora, Mich.	XEGC	1450	0.1	Guillermo Calzada
Zamora, Mich.	XEGT	1490	0.25	.....

STATIONS OF CENTRAL AND SOUTH AMERICA

ARGENTINA

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Bahia Blanca	LU3	1150	10.0	Red Argentina de Emisoras Splendid RADES
Bahia Blanca	LU2	900	8.0	Camilio V. Bertorini
Bahia Blanca	LU7	1240	5.0	Filomena Z. de Gennari e Hijos. Belonging to La Primera Cadena Argentina de Broadcasting. (Belgrano Network)
Banfield, B. A.	LS2	1190	15.0	Teodoro Prieto
Buenos Aires	LRY	9640	50.0	Primera Cadena Argentina de Broadcasting
Buenos Aires	LRS1	6090	25.0	Red Argentina de Emisoras Splendid RADES
	LRS	9590	25.0	
Catamarca	LW7	730	1.5	Red Argentina de Emisoras Splendid RADES
Catamarca	LV15	1360	0.5	Station Projected for some future time.
Ciudadela, B. A.	LS4	670	15.0	Juan G. Gonzalez Speroni
Ciudadela, B. A.	LS6	1350	6.0	Ricardo A. Bernotti
Comodoro Rivadavia	LU4	640	5.0	Red Argentina de Emisoras Splendid RADES Network
Cordoba	LV3	620	25.0	Alberto P. Brouard. Belonging to La Primera Cadena Argentina de Broadcasting. (Belgrano Network)
Cordoba	LV2	960	10.0	Luis Maunier (El Mundo Network)
Cordoba	LV8	1540	.25	Station projected for some future time
Cordoba	LW1	790	18.0	Red Argentina de Emisoras Splendid RADES
Corrientes	LT7	1340	1.0	Gobierno Prov. Corrientes—Belonging to La Primera Cadena Argentina de Broadcasting (Belgrano Network)
Florida, B. A.	LR2	910	6.0	Alfredo Schroeder
Florida, B. A.	LS10	590	6.0	Victor J. Ruano
Florida, B. A.	LR9	1030	4.0	Gregorio Echavarria
General Pacheco, B. A.	LRA	750	10.0	Direccion General de Correos Telegrafos
	LRA1	9690	7.0	
	LRA5	17830		
	LRA3	11730	.2	
Hurlingham, B. A.	LR6	870	25.0	S. A. La Nacion
Hurlingham, B. A.	LR3	950	90.0	Jaime Yankelevich. Belonging to La Primera Cadena Argentina de Broadcasting
Jujuy	LV13	1430	5.0	Belonging to La Primera Cadena Argentina de Broadcasting

• • • SOUTH AMERICAN STATIONS • • •

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Mar del Plata	LU6	1300	0.5	Jose Zaccagnini
Mendoza	LV10	1210	5.0	Marcelino Aparicio. Belonging to La Primera Cadena Argentina de Broadcasting (Was El Mundo Network)
Mendoza	LV6	630	10.0	Red Argentina de Emisoras Splendid RADES
Mendoza	LRM	6180	10.0	Under construction
Mendoza	LV16	1520	.25	Under construction
Monte Grande, B. A.	LS1	710	50.0	Municipalidad de la Capital
Monte Grande, B. A.	LR5	830	25.0	Alfredo B. Dougall
Necochea	LU9	1440	0.5	Projected for some future time
Neuquen	LU5	1130	1.5	Red Argentina de Emisoras Splendid RADES Network
Neuquen	LU11	1370	0.5	Projected for some future time
Parana	LT11	1470	0.5	Projected for some future time
Plata (La)	LR11	1390	1.5	Universidad Nacional de la Plata
Plata (La)	LS11	1319	30.0	Gobierno Prov. B. Aires — Pasaje Dardo Rocha
Posadas	LT4	1010	1.5	Red Argentina de Emisoras Splendid RADES
Posadas (Missiones)	LT6	1460	0.5	Projected for some future time
Resistencia, Chaco	LT5	1080	5.0	Jose M. Noveri (El Mundo Network)
Rio Gallegos	LU12	680	1.5	Cia. Broadcasting de la Patagonia. Red Argentina de Emisoras Splendid RADES Network
Rivadavia, B. A.	LR4	990	50.0	Antonio C. Devoto. Red Ar-Argentina de Emisoras Splendid RADES
Rivadavia, B. A.	LS5	1110	5.0	Enrique Carido
Rosario, Santa Fe	LT1	780	20.0	Fernando Maliandi. Belonging La Primera Cadena Argentina de Broadcasting (Belgrano Network)
Rosario, Santa Fe	LT3	1160	10.0	Soc. Rural Cerealistas. (El Mundo Network)
Rosario, Santa Fe	LT8	840	3.0	Alfredo B. Dougall (Excelsior Network)
Rosario, Santa Fe	LT2	1230	18.0	Red Argentina de Emisoras Splendid RADES
Rosario, Santa Fe	LRR	11880	10.0	Joaguin Lagos
Salta	LV9	970	1.0	Govierno Prov. Salta (El Mundo Network)
San Fernando, B. A.	LR1	1070	50.0	Empresa Editorial
	LRU	15290	25.0	Haynes Ltda., S. A.
	LRX	9660	25.0	
San Juan	LV1	560	10.0	S. A. Graffigna, Ltda. Belonging to La Primera Cadena Argentina de Broadcasting (Belgrano Network)
San Juan	LV5	1090	5.0	Soc. C. Rodriguez Vila y Cia. (El Mundo Network)

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
San Rafael, Mendoza	LV4	690	.5	Julio Silva—Belonging to La Primera Cadena de Argentina de Broadcasting. (Belgrano Network)
Santa Fe	LT10	1320	.5	Radio del Inst. Social de la Universidad, Litoral
Santa Fe	LT9	1200	5.0	Roca Hermanos y Cia. (El Mundo Network)
Santa Fe	LT12	1260	1.0	Projected
Santa Rosa, Pampa Central	LU8	1250	0.5	Projected
Santiago del Estero	LV11	1170	2.0	S. A. El Liberal. Belonging to La Primera Cadena Argentina de Broadcasting (Belgrano Network)
Tacuman	LV12	580	8.0	Soc. Resp. Ltda. Radio Aconquija. Belonging to La Primera Cadena Argentina de Broadcasting (Belgrano Network)
Tacuman	LV7	820	2.5	Gonzale Acha y Munoz. (El Mundo Network)
Vicente Lopez, B. A.	LS9	1270	6.0	S. A. La Voz del Aire

BOLIVIA

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Cochabamba	CP28	1360	0.150	Gottret y Cia.
	CP40	9570	0.25	
Cochabamba	CP44	580	0.05	Victor Veltze
Cochabamba	CP45	1090	0.05	Raul Montecinos
Cochabamba	CP39	6160	0.25	.....
La Paz	CP3	1380	1.0	Costas Hermanos
	CP38	9505	1.0	
La Paz	CP4	1040	0.25	Dept. of Communications of Bolivian Govt.
	CP5	6200	1.0	
La Paz	CP8	1450	0.05	Sejas and Company
La Paz	CP10	1090	0.25	Chavez Suarex
La Paz	CP12	6150	0.25	Jesuit School
	CP29	1350		
La Paz	CP16	1230	0.2	.....
La Paz	CP18	1300	0.05	.....
La Paz	CP15	1250	0.05	Javier Romero (Sociedad Anonima-Radio la Noche)
La Paz	CP26	1510	0.05	.....
La Paz	CP31	975	0.05	.....
La Paz	CP46	770	0.05	.....
La Paz	CP19	950	0.05	Agustin Aspiazu
La Paz	CP20	940	1.0	Ramon Pelaez
	CP15	5880	1.0	
La Paz	CP32	620	0.05	Cia. Internacionale de Radio Bolivia (Juan C. Salinas)
La Paz	CP34	680	0.15	Guillermo Teran
	CP25	9700	0.25	
Oruro	CP36	1420	0.05	Enrique Wanting
Oruro	CP11	6100	0.25	Dept. of Communications of Bolivian Government
Oruro	CP37	6170	0.25	Blanco Linares
Oruro	CP18	900	0.25	Ramon Pelaez
Potosi	CP22	6130	0.25	L. Comacho
Potosi	CP17	1600	0.05	Alfredo Ossio L.
Santa Cruz	CP13	6135	0.25	Dept. of Communications of Bolivian Government
Sucre	CP27	1420	0.05	C. Torres
Sucre	CP1	9500	0.25	Jose Comacho B.
Tarija	CP23	6190	0.75	.....

BRAZIL

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Aracaju, Sergipe	PRJ6	630	1.0	Edificio do Instituto Historico e Geografico
Aracatuba, Sao Paulo	PR18	1460	0.5	.....
Araguari, Minas Gerais	PRJ3	970	0.25	Praca Manoel Bonito
Araraquara, Sao Paulo	PRD4	1370	0.5	Romulo Lupo
Assis, Sao Paulo	ZYA9	1550	0.1	.....
Barretos, Sao Paulo	PRJ8	1530	0.1 N 0.25 D	
Bauru	PRG8	1210	0.25	B. Radio Club Joao Simonetti
Belem, Para	PRC5	1450 4865	2.0	Roberto Camelier
Bello Horizonte	PRC7	690	3.0	Dr. Alberto Deodato
Bello Horizonte	PRH6	1340	3.0	Lauro Souza Barros
Bello Horizonte	PRI3	880	25.0	Luis Bessa
Blumenau, Santa Catarina	PRC4	1330	0.25	Joao Medeiros, Jr.
Botucatu, Sao Paulo	PRF8	1530	0.1	Emilio Pedute
Cambara, Parana	ZYA3	1590	0.1	.....
Campinas, Sao Paulo	PRC9	1170	0.5	Antonio Tepedino Pagano
Campos, Rio de Janeiro	PRF7	1330	0.5	Dr. Mario Ferrez Sampaio
Campo Grande, Mato Grosso	PR17	1510	0.1	Dr. Antonio Alvez Campos
Caxambu, Minas Gerais	ZYC2	1550	0.1	.....
Corumba, Mato Grosso	ZYA2	1470	0.5	Teodomiro Serra
Cruzeiro, Sao Paulo	PRG6	640	0.5	Romoaldo Canevari
Curityba, Parana	PRB2	1440	5.0	Eppaminondas Santos
Formiga, Minas Gerais	ZBY6	1530	0.1	.....
Fortaleza, Ceara	PRE9	1320 6105 15165	2.0 2.0	Waldemar Cartolano
Franca, Sao Paulo	PRB5	1240	0.25	.....
Goiania, Goiaz	ZYG3	930	2.0	.....
Itapetininga, Sao Paulo	PRD9	970	0.25	.....
Itarare, Sao Paulo	ZYA7	1550	0.1	.....
Jaboticabal, Sao Paulo	PRG4	1250	0.25	Oswaldo Fernandes
Jau, Sao Paulo	PRG7	1010	0.25	Ulisses Newton Ferreira
Joao Pessoa, Paraiba	PRI4	1110	10.0	Dr. Abelardo Juruema
Joinville, Santa Catarina	ZYA5	1600	0.1	.....
Juiz de Fora, Minas Gerais	PRB3	1010	0.5	Pedro Goncalves de Oliveira
Limeira, Sao Paulo	PRJ5	1550	0.1	Ary Levy Pereira
Lins, Sao Paulo	ZBY	1550	0.1	.....
Manaos, Amazonas	PRF6	4895	0.1	Dr. V. Pareto Neto
Marapicu, Rio de Janeiro	PRF5	9500 9600 15190	12.0	.....
	PSH	10220	15.0	
	PSE	14935		
	PSF	14690		
	PSL	9755		
Marilia, Sao Paulo	PRI2	1090	0.5	Oscar de Moraes Barros
Natal, Rio Grande do Norte	ZBY5	1270	1.0	.....
Niteroi, Rio de Janeiro	PRD8	1320	1.0	Jose Augusto Mendes Tte. Custodio Fontes
Niteroi, Rio de Janeiro	PRE6	1470	1.0	.....
Paranagua, Parana	ZYC5	1460	0.25	.....
Parnaiba, Piauhy	PRJ	1470	0.5	Dr. Joao Tavares de Carvalho y Silvo
Patos, Minas Gerais	ZYB4	1530	0.1	.....
Pelotas, Rio Grande do Sul	PRC3	580	0.25	Carlos G. Sica
Pelotas, Rio Grande do Sul	PRH4	1320	0.5	Atakualpa Dias
Petropolis, Rio de Janeiro	PRD3	1480	1.0	Carlos Rodrigues Viana
Piracicaba, Sao Paulo	PRD6	820	0.25	Joao Sampaio Goes

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Pocos de Caldas, Minas Gerais	PRH5	1160	0.25	
Ponta Grossa	PRJ2	1250	0.25	Benedito Meira Borges
Porto Alegre, Rio Grande do Sul	PRH2	600	25.0	Manoel Machuca Messrs. Antonio Florese Cunha & Arnaldo Balve
Porto Alegre, Rio Grande do Sul	PRF9	640	5.0	Arthur Pizoli
Porto Alegre, Rio Grande do Sul	PRC2	680	5.0	Dr. Lelis Espartel
Pouso Alegre, Minas Gerais	PRJ7	1530	0.1	Jose Nunes Rebello
Presidente, Prudente Sao Paulo	PRI5	970	0.25	Manoel Bussacos
Recife, Pernambuco	PRA8	720 6012	25.0 5.0	Oscar Moreira Pinto
Ribeirao Preto, Sao Paulo	PRA7	730	0.5	Jose da Silva Bueno
Ribeirao Preto, Sao Paulo	PRH7	1170	—	Lonzada Bueno
Rio Clara, Sao Paulo	PRF2	1460	0.25	Waldemar Cartolano
Rio de Janeiro	PRA2	800	25.0	Ministerio de Educacao e Saude
Rio de Janeiro	PRA3	860	10.0	Dr. Rolpho Estevan de Siquerira
Rio de Janeiro	PRA9	1220	25.0	Edmar Machado
Rio de Janeiro	PRB7	900) 6200) 9610) 15370)	5.0 25.0	Alceu Mario de Sa Freire
Rio de Janeiro	PRC8	1360	5.0	Guilherme Manes
Rio de Janeiro	PRD2	1060	10.0	Mario Villaca Meyer
Rio de Janeiro	PRD5	1400	1.0	Francisco Gomes Maciel Pinheiro
Rio de Janeiro	PRE2	1430	10.0	Dr. Placido de Melo
Rio de Janeiro	PRE3	1180	10.0	Dr. Elisio Dantas
Rio de Janeiro	PRE8	980	25.0	Dr. Gilberto de Andrade
Rio de Janeiro	PRF4	940	10.0	Ernesto Pereira Carneiro
Rio de Janeiro	PRG3	1280	10.0	Dr. Teofilo de Barros
Rio de Janeiro	PRL9 PRL8 PRL7	17850 11720 9505	50.0	Brazilian Govt. (RCA "Good Will" Broadcasting Station)
Rio de Janeiro	PRH8	1130	5.0	Francisco Xavier Filho
Rio Grande, Rio Grande do Sul	ZYC3	1510	0.1	.....
Rio Preto, Sao Paulo	PRB8	640	0.25	Andrassy Ribeiro
Santos, Sao Paulo	PRB4	1450	1.0	Hermengildo da Rocha Brito
Santos, Sao Paulo	PRG5	580	0.75	Carlos Baccarat
Sao Carlos, Sao Paulo	ZYA6	1590	0.1	.....
Sao Luiz, Maranhao	PRJ9	1490	5.0	Jose Ribamar Pinheiro
S. Manoel, Sao Paulo	PRI6	1510	0.1	Vitorino Riberro
Sao Paulo, Sao Paulo	PRB9	1000	25.0	Dr. Paulo Machado de Carvalho
Sao Paulo, Sao Paulo	PRE7	1410	5.0	Dr. Joao Ferreira Fontes
Sao Paulo, Sao Paulo	PRF3	960	5.0	Dr. Ubiratan Silveira Pampalona
Sao Paulo, Sao Paulo	PRG2	1040	25.0	Dr. Antonio Herman Dias Menezes
Sao Paulo, Sao Paulo	PRG9	1100	25.0	Mons. Dr. Francisco Bastos
Sao Paulo, Sao Paulo	PRH3	620	5.0	Pedro de Camargo
Sao Paulo, Sao Paulo	PRH9	840	5.0	Jose Niccolini
Sao Paulo, Sao Paulo	PRA5	1260	5.0	Joao Baptista do Amaral
Sao Paulo, Sao Paulo	PRA6	890	10.0	Arnaldo Lopes
Sao Paulo, Sao Paulo	PRB6	1200	10.0	Oscar P. Seckles
Sao Paulo, Sao Paulo	PRE4	1300	5.0	Olavo C. Fontoura

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Sao Paulo, Sao Paulo	ZYB7)	6095	25.0	.....
	ZYB8)	11765		
	ZYB9)	15155		
Sao Salvador, Baia	PRA4	740	10.0	Dr. Armando Carneiro da Rocha
Sao Sebastiao de Paraiso, Minas Gerais	ZYA4	1510	0.1	.....
Sorocaba, Sao Paulo	PRD7	1080	0.5	Orlanda da Silva Freitas
Taubate, Sao Paulo	ZYA8	1590	0.1	.....
Uberaba, Minas Gerais	PRE5	1390	0.5	Quintiliano Jardin
Uberlandia, Minas Gerais	PRC6	1510	0.1	Aristides Figueiredo
Varginha, Minas Gerais	ZYB2	1590	0.1	.....
Victoria, Espirito Santo	PRI9	1350	1.0	Dr. Ciro Vieira da Cunha

CHILE

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Antofagasta	CA141	1410	1.350	Angel Garcia Agra
Antofagasta	CA127	1270	.25	Horus Pedreny Palma
Chillan	CC138	1330	.15	Adriana Pagueguy de Logos
Chillan	CC127	1270	.1	Rafael Barrios
Concepcion	CC141	1410	1.4	Arturo Sandoval Munita
Concepcion	CC117	1170	1.8	Federico Sanchez Urra
Concepcion	CC64	640	1.0	Mario Saez Lagos
Coquimbo	CA96	960	.4	Cesar Nieme Apey
Curico, Talca	CC96	960	.25	Alberto Guerra Cruzat
Iquique	CA63	630	.25	Antonio Cajiao
Los Angeles	CD121	1200	1.3	Sociedad de Broadcasting, Soc. Nacional de Agricultura y Cia., Ltda.
Osorno, Valdavia	CD84	840	1.5	David Arrigada
Puerto Montt	CD101	1010	1.0	Cia. Chilena de Comunicaciones, S. A.
Punta Arenas	CD103	1030	0.1	Ramon Verde Ramos
Punta Arenas	CD111	1110	1.25	Turina y Cia.
Punta Arenas	CD113	1130	1.0	Jorge Vial A.
Punta Arenas	CD136	1360	.1	Sra. Victoria Iglesias de Biancilla
Quillota	CB113	1130	1.0	Leopolda Girando G.
Rancagua	CC63	630	1.0	Manuel Massoni
Rancagua	CC109	1090	1.2	Jorge Romero Ramirez
Rancagua	CC145	1450	.1	Alan Rojas
S. Antonio, Puerto Viejo	CB140	1400	.1	Soc. Radiodifusora Onda Azul, Ltda.
Santiago de Chile	CB62	620	1.0	International Machinery Co.
Santiago de Chile	CB57	570	7.5	Soc. Nacional de Agricultura
	CE1180	11980	1.0	y Cia., Ltda.
	CE8AA	2870	0.5	
		5750		
Santiago de Chile	CB76	760	14.0	Cia. Chilena de Comunicaciones, S. A.
Santiago de Chile	CB89	890	1.0	Carlos Bricono Olivares
Santiago de Chile	CB97	970	1.0	Pinochet, Goyeneche y Cia., Ltda.
Santiago de Chile	CB101	1010	1.2	Heriberto Bewais Arenas
La Cisterna, Santiago de Chile	CB106	1060	10.0	Manuel Casablanca Latorre
Santiago de Chile	CB126	1260	10.0	Soc. Chilena Radiodifusora, S. A.
Santiago de Chile	CE960	9600	1.25	Horacio Hevia Labbe
	CB130	1300	2.5	

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Santiago de Chile	CB134	1340	3.0	German Holtheuer Valdivia
Santiago de Chile	CB138	1380	5.0	Luis F. Brain
Santiago de Chile	CB70	700	2.5	Soc. Silva Blanco y Cia., Ltda.
Santiago de Chile	CB144B	1440	2.0	Clark Hnos.
Ovalle (Santiago de Chile)	CB144C	1440	.1	Oscar Moraga Fuenzalida
Santiago de Chile	CB1170	11700	.3	Otto Becker Ltda.
Santiago de Chile	CB93	930	1.0	Soc. Olandini y Raggio Ltda.
	CE1174	11740	4.0	
Santiago de Chile	CB82	820	5.0	Ricardo Vivado O.
Santiago de Chile	CB66	660	15.0	Cia. Radio Chilena
Talca	CB67	670	.15	Ramon Abasolo
Talcahuano, Concepcion	CC84	840	2.5	Francisco Morales Castillo
Temuco, Cautin	CD125	1250	2.0	Cia. Chilena de Comunicaciones, S. A.
Temuco, Cautin	CD69	690	1.2	Daniel de Mayo Levy
Tocapilla	CA90	900	1.0	Hilda Cuellar Alfaro de Yaesta
Valdivia	CD59	590	1.2	Cia. Chilena de Comunicaciones
Valdivia	CD132	1320	1.0	Carlos Cockbaine R.
Vina del Mar	CB64	640	1.6	Adriano Iz. de Reyes
Vina del Mar	CB68	680	1.0	Renard y Garcia Tello Ltda.
Vina del Mar	CB111	1110	1.2	Joaquin Venegas
Valparaiso	CB147	1470	4.0	Fundacion Santa Maria
Valparaiso	CE970	9700	7.5	Cia. Chilena de Comunicaciones, S. A.
	CB103	1030	10.0	
Valparaiso	CB90	900	1.0	Soc. de Broadcasting, Soc. Nacional de Agricultura y Cia., Ltda.
Valparaiso	CB116	1160	1.25	Patricio Edwards Linares
Valparaiso	CB120	1200	1.5	Angel I. Prieto Andreas
Valparaiso	CB124	1240	.1	Ramon y Fernando Garcia y Cia.
Valparaiso	CB132	1320	1.2	Wallace y Cia.

COLOMBIA

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Aguadas, Caldas	HJFJ	1500	.025	Roberto Florez (Cultural)
Armenia, Caldas	HJFI	1540	1.5	Pregones del Quindio Ltda.
Armenia, Caldas	HJFH	4875	.75	Braulio Botero Londono
	HJFM	1210	1.0	
Armenia, Caldas	HJFG	1245	.5	Alfonso Toro V.
Barranquilla	HJAA	1330	.5	Alfonso Rosales Navarro
Barranquilla	HJAG	4905	1.0	Emisora Atlantico, S. A.
	HJAH	1050	1.0	
Barranquilla	HJAI	1370	.25	Julian Melendez
Barranquilla	HJAK	1310	.5	Vassallo Hijos and Mendez
Barranquilla	HJAN	1190	1.0	Eliecer Velasco (Emisoras
	HJAB	4785	2.5	Unidas Ltda.)
Barranquilla	HJAT	1275	1.0	Delfina v. de Haayen
Barranquilla	HJAS	1500	.6	Miguel A. Ruiz
Barranquilla	HJAJ	1220	.5	Julio Balderrama
Bogota	HJCB	1105	1.0	Colombia Broadcasting, S. A.
	HJCD	6160	10.0	
Bogota	HJCC	870	5.0	Gustavo Uribe Th.
	HJCE	1220	1.0	
	HJCF	6073	.75	
Bogota	HJCG	1060	1.0	Luis E. Bernal
Bogota	HJCJ	1380	.2	Manuel J. Gaitan
	HJCJ	1380	.12	
Bogota	HJCK	1290	.5	Jorge Anez
Bogota	HJCM	970	.5	Roberto Ramirez
Bogota	HJCN	1335	.5	Roberto Laignelet

• • • SOUTH AMERICAN STATIONS • • •

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Bogota				Jesus M. Garcia
	HJCO	1160	1.0	
Bogota	HJCW	4945	.75	Ministeri ode Economia Nat'l.
	HJCQ	4955	.5	(Cul.)
Bogota	HJCR	1200	5.0	Ministerio de Educacion (Co-
	HJCT	6260	2.5	lombian Gov't)
Bogota	HJCY	1460	.35	Cristobal Paez G. y Via. Ltda.
	HJCU	720	5.0	
	HJCA	4855	1.0	
Bogota	HJCX	6018	.75	Cipriano Rios Hoyos
	HJCZ	1040	2.5	
Bogota	HJCS	920	50.0	Jose Vincente Arias
Bogota	HJCH	810	2.0	Manuel J. Gaitan
	HJCH	810	.35	
	HJCI	4895	1.0	
Bucaramanga	HJGE	1130	1.0	Gustavo Sorzano Jimenez
Bucaramanga	HJGB	4775	2.5	Francisco A. Bueno
	HJGK	1280	.5	
Bucaramanga	HJGN	1360	1.0	Francisco A. Bueno
Buenaventura	HJES	1525	.07	Heriberto Quintero Sociedad Radio Andagoya Ltda.
Buenaventura	HJEW	1355	.25	Jorge E. Berrio
Buga	HJEI	1410	.1	Hernando Bueno
Buga	HJEP	1485	.5	Jorge Ortiz Marquez
Cali	HJEB	1150	1.0	Eduardo Cordoba
	HJED	4825	1.0	
Cali	HJEC	1300	.5	Rafael Angulo
Cali	HJEE	1090	.5	Jose T. Calderon N.
Cali	HJEF	1340	.5	Hernando Bueno
	HJEL	1260	.5	
Cali	HJER	1395	.5	Cesar Mendoza Mazuera
	HJEX	4865	2.5	
Cali	HJEN	1370	.5	Alfonso Mesa Vargas
Cali	HJEM	1510	.5	Arturo Salazar
Cartagena	HJAE	4965	.6	Laboratorios Fuentes, S. A.
	HJAF	1240	.36	
Cartagena	HJAP	4925	.75	Lequerica Hermanos
	HJAR	1400	.3	
Cartago, alle del Cauca	HJEO	1230	.5	Daniel Dosman
Cienaga, Magdalena	HJBE	1460	.25	Elvira de Pereira
Cucuta, Norte de Santander	HJBB	4815	1.5	Pompilio Sanchez
	HJBC	1270	1.0	
Girardot, Cundinamarca	HJCL	1460	.5	Carlos J Sanchez G.
Girardot, Cundinamarca	HJCV	1430	.1	Antonio Useche R.
Ibague	HJFC	1500	.1	Vicente Gaitan Rondon
Ibague	HJFL	1440	.25	Luis E. Martinez
Ibague	HJFP	1550	.075	Mario Cadavid
Libano, Tolima	HJFO	1520	.05	Hector Enrique Giraldo
Magangue, Bolivar	HJAC	1420	.1	Manuel Agustin Varela
Manizales	HJFB	6105	1.0	Francisco Jaramillio Alberto
	HJFD	1390	1.0	Hoyos A. (Director)
Manizales	HJFX	600	1.0	Antonio Pinzon H.
Medellin	HJDA	1285	.5	Humberto Restrepo A.
Medellin	HJDC	1360	.6	Francisco Cuartas
	HJDX	4795	.6	
Medellin	HJDE	6145	10.0	Luis Ramos
	HJDK	1250	.75	Cia Colombiana de Radio-difusion
Medellin	HJDL	1480	.5	Jaime Tobon R.
Medellin	HJDM	1520	1.0	.....
Medellin	HJDQ	1320	.75	Fernando Restrepo Alvarez
	HJDP	4885	2.5	(owner) Jesus Munoz Cano

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Medellin	HJDR	1380	.3	Ramirez & Cia. Ltda.
Medellin	HJDT	1150	.25	Alfonso Jaramillo, Hernando Tellez B., Jaime Garcia L.
Medellin	HJDU	1490	.25	Universidad de Antioquia
Monteria	HJAL	1465	.5	Julio Cesar Patino
Monteria	HJAM	1210	.251	Julio A. Sanchez
Neiva	HJFN	1420	.1	Heliodora Tamayo
Ocana	HJBF	1525	.1	Luis Linero
Palmira, Valle	HJEJ	1460	.5	Rafael Angulo
Palmira, Valle	HJEQ	1180	.5	Regulo Benitez
Pamplona, Norte de Santander	HJBA	1400	.1	Gonzalo Vargas
Pasto	HJHA	1350	.35	Sociedad Radio Narino, Senora Elisa de Pesantes, owner
Pasto	HJHB	1170	.5	Hernando Bueno
Pereira	HJFA	6054.3	.75	Cesar & Mario Arango M.
	HJFE	1470	.499	
Pereira	HJFK	6097	2.5	Antonio J. Giraldo C. & Son
	HJFF	1350	1.0	(Oscar Giraldo Arango)
Pereira	HJFQ	1120	.5	Marceliano Ossa M.
Popayan	HJEA	1500	.8	Jesus Hernando Hormaza B.
Popayan	HJEG	1450	.3	Mercedes M. de Valencia (owner), Carlos Valencia Mosquero (Mgr.)
Quibdo	HJDG	4805	.5	Intendencia del Choco Cultural
Santa Marta	HJBH	1410	.5	Manuel C. Conde
Santa Marta	HJBJ	1140	.5	Julio A. Sanchez
Santander, Cauca	HJEH	1550	.025	Escuela Rafael Tello
Sevilla, Valle	HJET	1510	.25	Daniel Benitez
Tocaima, Cundinamarca	HJCP	1530	.25	Ruperto Aguilera Leon. (Presbyter & Parson of Tocaima)
Tulua, Valle de Cauca	HJEK	1430	.1	Eduardo Gardeazabal
Tunja, Boyaca	HJGA	1425	.25	Pedro Martinez

ECUADOR

Ambato	HC1VT	6550	0.1	I. Municipio de Ambato
Cuenca	HC1AO	4200	.15	Octavio Espinosa and Jose Heredia Crespo
Cuenca	HC1CC	7461	.004	Communidad Salesiana
Guayaquil	HC2CW	950	.025	Alfonso Wilmot
Guayaquil	HC2OAD	9400	0.2	Odalia Aruz de Garcia
		900	0.2	
Guayaquil	HC2AJ)	1050	1.0	Luis Alcivar Elizalde
	HC2AK)	9310	1.0	
Guayaquil	HC2JSB	1260	0.2	Rafael Cuellos
		7854	0.3	
Guayaquil	HC2RB	1250	0.1	Eric Williams
Guayaquil	HC2ET	9200	0.3	Jose Santiago Castillo
		1131	0.1	
Guayaquil	HC2AU	1350	0.2	Augusto Alvarado Olea.
Guayaquil	HC2RL	6645	0.2	Roberto Levy
Guayaquil	HC2AN	1600	0.15	Washington Delgado Cepeda
Guayaquil	HC2AQ	1450	0.25	Riboberto Ortiz Vermeo
Ibarra	HC1IM	4020	0.3	I. Municipio de Ibarra
Loja	HC3SC	6700	0.3	F. Montero Carrison
Portoviejo	HCJB4	3645	0.05	Clarence W. Jones
Quito	HCJB	12455)	10.0	Clarence W. Jones, Manager.
		9958)		Owner — World Missionary
		7285)		Radio Fellowship, Inc.
		4108)	**0.2**	
		974)		

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
		28040)	1.0	
		7068)		
		14200)		
		27850)	0.2	
			1.0	
			1.0	
			.025	
Quito	HC1PM	5725	0.15	Leonardo Ponce
Quito	HCQR)	1330	0.3	Carlos Mantilla, Empresa Editora "El Comercio"
	HCQRX)	5970	0.3	
		3710		
Quito	HC1GQ	9163	0.15	Ferrocarril del Sur
		3710	0.08	
Quito	HCBT	1304	0.3	Sr. Cesar Mantilla
	HCBS	9350	0.3	
Quito	HCK	5885	0.3	.....
Quito	HC1GP	7874.6	0.2	(Prop.) Miguel Angel Gonzalez Paez (Dir.) Padre Elias Brito
Quito	HC1BF	7265	0.3	Adriano Jaramillo
	HC1BD	1111	0.2	
Quito	HC1AB	6400	0.2	Spanish Falangist (Mgr.) Enrique Arroyo (Francisco Simon)
	HC1AC	1600		
Quito	HC1AD	1410	0.25	Cia. Interandina de Broadcasting (Mgr.) Vicente Ordonez Pallares
Quito	HC1CT	3700	0.2	Escuela Central Tecnica
Riobamba	PRADO	6618	0.5	.....

PARAGUAY

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Asuncion	ZPA1	6010	3.0	Estacion Oficial de Govierno del Paraguay (Govt. Station)
Asuncion	ZP4	730	0.1	Isern & Scarello
	ZP8	11850	0.1	
Asuncion	ZP6	1300	0.1	Emilio Jordan Livieres
Asuncion	ZP9	970	0.8	Atilio Bajac
Asuncion	ZP10	1330	0.1	Victor Noriega
Asuncion	ZP11	1200	0.3	Juventus Antoniana
Asuncion	ZP13	1430	0.1	Julio Picossi Villagra
Asuncion	ZP17	1030	0.1	Jose Hanemann
Asuncion	ZPA2	11721	0.7	Teleco Paraguaya, S. A.
	ZP3	700	10.0	
Encarnacion	ZP5	920	5.0	Philips Argentina, S. A.
	ZPA5	11950	2.5	
Villarica, Guaira	ZP14	11721	1.0	Friedmann Hermanos
		11725		
	ZP15	700	0.2	
Villarica, Guaira	ZP6	1300	0.1	Emilio Jordan Livieres

PERU

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Arequipa	OAX6B	6035	0.15	Maximo J. Landa
Arequipa	OAX6C	1370	0.3	J. Antonio Umbert
	OAX6E	6055	0.3	
Arequipa	OAX6A	6050	0.25	Jorge E. Olazabol

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Callao	OAX4C	1160	0.3	Sociedad Comercial Urtega y Couralegui
Chiclayo	OAX1A	6150	0.2	J. Carlos Montjoy
Cuzco	OAX7A	6128	0.1	Carlos Lizarraga
Huancayo	OAX4P	6020	0.25	Alfredo Elejalde Granados
Huanuco	OAX3A	6115	0.35	Victor Priano
Ica	OAX5B	1460	0.2	Luis de los Heros
	OAX5C	9590	0.15	
Lima	OAX4H	6095	1.0	Ronald & Cia.
	OAX4F	1080	0.25	
Lima	OAX4B	1200	0.25	Bolivar & Carcovich
	OAX4G	6190	0.25	
Lima	OAX4Z	6082	15.0	Government of Peru
	OAX4A	854	10.0	
	OAX4T	9562	10.0	
	OAX4R	15150	15.0	
Lima	OAX4E	960	0.2	Juan Pablo Goicochea
	OAX4K	9545	0.25	
Lima	OAX4I	1320	0.25	Antonio Vasquez
	OAX4J	9520	0.2	
Lima	OAX4L	1250	0.3	Clemeaite Palma
Lima	OAX4V	5990	1.5	Cia. Peruana de Radiodifusion, S. A.
	OAX4W	9490	1.5	
	OAX4U	1030	5.0	
Trujillo	OAX2A	6000	0.25	Rafael Larco Herrera

URUGUAY

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Canelones	CW47	1470	0.3	Julio J. Rabassa
Carmelo, Colonia	CW7	640	.325	Alberto Pablo Brouard
Colonia	CW1	550	4.5	Raul Montellano and Ricardo Bernetti
Colonia	CXA8	11840	3.0	Jamie Yankelevich
Durazno	CW25	1430	0.5	Artola, Evangelisti y Cia.
Florida, Montevideo	CW3	580	0.3	Diario Rural, S. A.
Florida, Montevideo	CW33	1200	.075	Omar F. Barreiro
Maldonado	CW51	1560	0.5	Hector Lamaison
Melo, Cerro Largo	CW47B	1510	0.1	Jose Fernandez Eiriz
Melo, Cerro Largo	CW53	1580	0.25	Ruben D. Lucas
Minas	CW43	1420	0.5	Juan R. Volante
Montevideo	CX34	1210	1.0	A. Canepa y Cia.
Montevideo	CX26	1050	5.0	A. Canepa y Cia.
Montevideo	CX50	1530	0.5	Bernardino Ayala
Montevideo	CX20	930	0.3	Dr. Carlos L. Romay
Montevideo	CX32	1170	0.520	Cia. Uruguaya de Publicidad, S. A.
Montevideo	CX18	890	5.0	Difusoras El Espectador Ltda.
Montevideo	CX4	610	5.0	Seccion Informacion y Ensenanza of the Direcction de Agronomia, which is under the Ministerio de Ganaderia y Agricultura
Montevideo	CX46	1450	1.5	Guzman Bertacchi
Montevideo	CX22	970	0.5	Harispuru Hermanos
Montevideo	CX42	1370	0.5	Hector Vernazza
Montevideo	CX44	1410	.250	Julio J. Rabassa
Montevideo	CX40	1330	0.1	Julio J. Rabassa
	CXA21	6170	0.1	
Montevideo	CX12	770	1.0	Luis A. Artola
Montevideo	CX24	1010	5.0	Prencinradio, Sociedad de Responsibilidad Ltda. Roberto Fontaina and Dardo Regules

• • • SOUTH AMERICAN STATIONS • • •

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Montevideo	CX8	690	2.0	Ramon Puyal y Gazanto
Montevideo	CX16	850	50.0	Prencinradio, Sociedad de Responsibilidad Ltda. Roberto Fontaina and Dardo Regules
Montevideo	CX36	1250	.250	Vazquez y Walder
Montevideo	CX48	1490	0.8	Vazquez y Cia.
Montevideo	CX28	1090	6.0	Walfrido Figueira Moran
Montevideo	CXA1 (Portable)	6200	0.05	Uruguayan Government
Montevideo	CXA11	27000	2.5	S.O.D.R.E.
Montevideo	CXA4	6125	5.0	Uruguayan Government
Montevideo	CX6	650	25.0	Servicio Oficial Difusion
	CXA6	9620	0.2	Radioelectrica (Ministry of
	CXA10	0620	20.0	Public Education—Urugayan Govt.)
		11900		
		15300		
	CXA18	15300	2.5	
	CX38	1290	5.0	
Montevideo	CXA22	29500	2.5	Servicio Oficial Difusion
	CXA23	43600		Radioelectrica
	CXA24	58000		
Montevideo	CX30	1130	1.0	Silva y Larrea
	CXA30	6035	1.0	
Montevideo	CX10	730	1.0	(Sr. Luis Batlle Berres
	CXA3	6075	1.0	(Sr. Juan Gestoso
Montevideo	CXA19	11705	15.0	Difusoras El Espectador Ltda.
	CX14	810	15.0	
Montevideo	CXA14	7330	0.05	Difusoras El Espectador Ltda.
		10000	0.02	
Montevideo	CW47	1470	0.4	Julio J. Rabassa
Montevideo	CXA9	15345	4.0	Difusoras El Espectador Ltda.
Paysandu	CW35	1240	0.25	Alfonso M. Ordoqui
Paysandu	CW39	1320	0.1	Miguel Penna
Rivera	CW19A	1340	0.06	Jorge Dowton Garcia
Rivera	CW43B	1480	0.75	Walfrido Figueira Moran
Rocha	CW19	1340	0.05	Abel Machado
Salto	CW23	820	0.25	Domingo Giordano
Salto	CW27	680	0.750	Sr. Luis Batlle Berres—Director. Sr. Juan Gestoso
Salto	CW31	1120	1.2	Salvador E. Pera
San Jose	CW47A	1510	.100	Fasola Rios y Tiboni
San Jose	CW41	1360	.05	Pedro Bruccoleri
Soriano	CX52	1570	0.05	Anibal Frabasile, Juan Orlando Kelly, Jose Pedro Irigaray, Florencio Donato Montero
Soriano	CW46B	1496	0.05	Roberto Taruselli
Tacuarembo	CW46A	1400	2.0	Luis S. Dini
Treinta y Tres	CW45	1390	.250	Marroche y Lacurcia

VENEZUELA

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Alcarigua	YV3RF	3490	.104	Pausides Sigala Luis Barrios—Director
Barcelona	YV6RC	3450	0.3	L. J. Arreaza A.
	YV6RE			
Barquisimeto	YV3RE	1240	0.7	Almicar Segura
	YV3RN	6175	.815	
Barquisimeto	YV3RS	3490	.600	Sr. Rafael Angel Segura

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Caracas	YV5RA	960	10.0	C. A. Almacen Americano
	YV5RN	4920	5.0	
			1.0	
Caracas	YV5RB	790	5.0	Degwitz & Siblitz
	YV5RM	6150	5.0	
Caracas	YV5RH	710	1.0	Mons. J. M. Pellin
		720	.75	The Catholic Church
	YV5RX	3430	1.75	
Caracas	YV5RG	1010	1.0	Gonzalo Veloz Mancera
	YV5RU	6070	2.5	
			1.0	
			2.5	
Caracas	YV5RI	590	1.0	O. Vincentelli—Director, Cia.
	YV5RY	3380	1.0	Anonima Radio Continente & Cia. A. Agencias Unidas
Caracas	YV5RL	1160	1.0	Ponce & Benzo
	YV5RW	3400	1.15	Sucesores Cia. Anonima
Caracas	YV5RQ	880	1.0	C. A. Radio Libertador.
	YV5RS	3360	1.0	Manuel Torrealba, director
Ciudad Bolivar	YV6RA	1400	.68	E. Torres Valencia
	YV6RU	4790	.62	
Coro	YV1RY	4770	.215	Roger Leyba
La Guaira (Vargas)	YV5RZ	1050	.75	Senor Carlos L. Perez
	YV5RV	4890	.75	
Maracaibo	YV1RC	1400	.52	Pedro Bermudez
	YV1RT	3370	.455	
Maracaibo	YV1RD	1150	.2	Govea & Nouel
	YV1RU	3440	.68	
Maracaibo	YV1RF	1120	.55	N. Vale Quintero
	YV1RX	4800	2.0	
Maracaibo	YV1RK	1250	.437	J. R. Higuera
Maracaibo	YV1RV	4750	.195	Luis Garcia Nebot
Maracay	YV4RK	3390	.3	Atilio Ormezzano
Merida	YV2RC	3420	0.32	Senores Quintero and Strauss Roberto Strauss, director
Puerto Cabello	YV4RQ	3480	0.575	Rafael Segura
San Crisobal	YV2RB	980	.325	J. M. Diaz Gonzalez
	YV2RN	4830	.13	
Trujillo	YV1RO	3310	.625	Pedro J. Torres
			0.2	
Valencia	YV4RA	1350	.83	Guillermo Degwitz
Valencia	YV4RE	1400	1.138	Miguel Acho
	YV4RP	3460	.68	
Valera	YV1RZ	4840	.315	Manager by Pedro Flores J. Owned by Jorge L. Febres J.

COSTA RICA

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Alajuela	TIJJM-5	575	0.80	Emilio E. Martinez
Cartago	TIMC	735	0.70	J. Mario Cardos M.
Heredia, Heredia	TI4NRH	725	0.75	Amando Cespedes Marin
Puntarenas	TIWS	900	0.35	Manuel Campos J.
San Jose	TILJ	775	3.0	Lola Monje M. de Jimenez
San Jose	TI-MACHO	1100	1.0	Maximo Chaves Arias
San Jose	TIOS	940	2.0	Rafael Sotela
San Jose	TILS	880	5.0	Luis Saenz Mata
San Jose	TIGPH	605	6.5	Gonzalo Pinto H.
San Jose	TIGPH2	800	8.0	Gonzalo Pinto H.
San Jose	TIGPH3	650	10.0	Gonzalo Pinto H.
San Jose	TIRH	970	1.0	Rafael Hine Chavarria
San Jose	TIJMP	690	2.5	Jose Maria Pinaud
San Jose	TIPG	625	5.0	Perry Girton
San Jose	TIFA	1000	0.25	Francisco Arie (This station not on air for duration of war)

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
San Jose	TINBC	1070	5.0	Perry Girton
San Jose	TICQ	750	0.5	Narciso Garcia
San Jose	TIEP	830	3.0	Eduardo Pinto H.
San Jose	TIRS	925	1.0	Rogelio Sotela B.
San Jose	TIHZ	1150	1.0	Heli Zuniga
San Jose	TIRCC	1200	0.5	Carlos Borge (Prbo.)
San Juan de Tibas	TIBAS	650	8.0	Gonzalo Pinto H.

DOMINICAN REPUBLIC

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Ciudad Trujillo	HIZ	1350	0.2	Frank Hatton
	HI1Z	6316	0.25	
Ciudad Trujillo	HIN	1090	0.15	Partido Dominicano
	HI1N	6243	.7	
Ciudad Trujillo	HIX	950	0.2	Dominican Gov't
	HI1X	6340	.25	
	HI3X	11960	.25	
Ciudad Trujillo	HI1G	6120	0.25	Andres Cordero P.
	HI2G	9140	0.25	
Ciudad Trujillo	HIT	6630	0.1	F. A. Sanabia
		1050		
Ciudad Trujillo	HIL	6175	0.08	Joaquin C. Pellicer
Ciudad Trujillo	HI6H	6115	0.1	Emilio Garden, Jr.
Ciudad Trujillo	HIH	1420	.150	Domingo Dominguez
Romana (La) (Seybo)	HI3C	6690	.150	Antonio Herrero
Monsignor Nouel (La Vega)	HI2T	6480	.200	Jose Arismendy Trujillo
Puerto Plata	HI9T	6170	.025	Luis A. Pelegrin
	HI9U	1010	.1	
San Pedro de Macoris	HIH	6780	0.25	Domingo Dominguez
San Pedro de Macoris	HI1J	6025	0.25	Fausto M. Donastorg
Santiago	HI1A	6190	0.25	Rafael Western
Santiago	HI3U	6015	0.1	Fernando Bertran
Santiago	HI9B	6383	0.25	Jacinto L. Sanchez
Santiago	HI1S	6420	0.2	Generoso Sarhelli
Santiago	HI1L	6480	0.1	Maria J. Tavarez

EL SALVADOR

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
San Salvador	YSR	990	2.0	Alberto Cevallos
		6265		
San Salvador	YSS	650	0.5	Owned by Gov't of El Salvador
	HUB	5556	0.4	
	YSD	7894		
San Salvador	YSP	780	0.5	Fernando Albayeros Sosa—Affiliated with Columbia Broadcasting Company
		760		
		6150		
San Salvador	YSY	1100	0.25	Consul of Paraguay
		7225		

GUATEMALA

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Guatemala City	TG1	1310	0.25	Government
	TG2	6190		
	TG3	2320		
Guatemala City	TGW	610	10.0	Gatemalan Government
	TGWA	9685	10.0	
		11760		
		15170		
		17800		
	TGWB	6460	1.0	
	TGWC	1520	1.0	
Guatemala City	TGX	1400	0.1	El Liberal Progresista (Newspaper)
	TGX1	6130		
Quezaltenango	T6Q	1450	.25	Government
	T6QA	6400		

BRITISH GUIANA

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Georgetown	VP3BG	6130	0.065	British Guiana Broadcasting Co., Ltda.

SURINAM (Dutch Guiana)

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Paramaribo	ZPH	5865	0.150	J. E. Herrenberg, Chairman, of private radio club "AVROS." Tech. equip. owned by Surinam Govt.

HAITI

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Port-au-Prince	HHW	1300	.5	C. Ricardo Widmaier, Jr.
	HH3W	10100	.750	
Port-au-Prince	HH2S	7500	.300	Societe Haitienne de Radio-diffusion
		5940		
Port-au-Prince	HHBM	9660	0.1	Frank C. Magliore

BRITISH HONDURAS

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Belize	ZIK-2	10600	0.2	Government

HONDURAS

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Ceiba (La), Atlantida	HRD2	6235	0.25	Ing. M. R. Moncada
San Pedro Sula, Cortes	HRP1	6351	0.2	Filiberto Diaz Zelaya
Tegucigalpa	HRN	5875	0.2	Rafael Ferrari

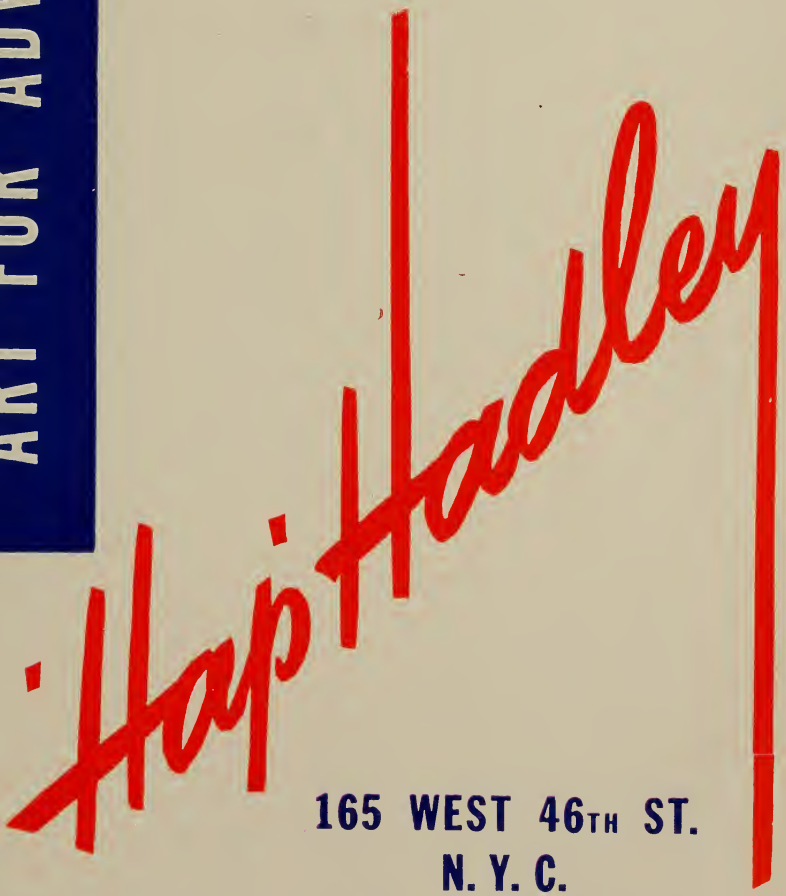
NICARAGUA

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Boaco	YNBO	6980	0.03	J. Edgar Tijerino
Granada	YNFT	7500	0.1	Jose Francisco Tercero
Granada	YNLAT	7625	0.3	Nicolas W. Navas Admor
Leon	YNJAT	5758	0.45	Jose Antonio Tiperino and Sons
Leon	YNDG	7660	0.2	Dionisio E. Gallo
Managua	YNPS	6760	0.6	Nicaraguan Govt.
	YNDS	6240	0.6	
Managua	YNFP	6275.5	0.1	Francisco Perez G.
Managua	YNOW	6850	0.6	Mendoza Bros.
Masaya	YNFM	6950	0.06	Jose Francisco Tercero (Granada)

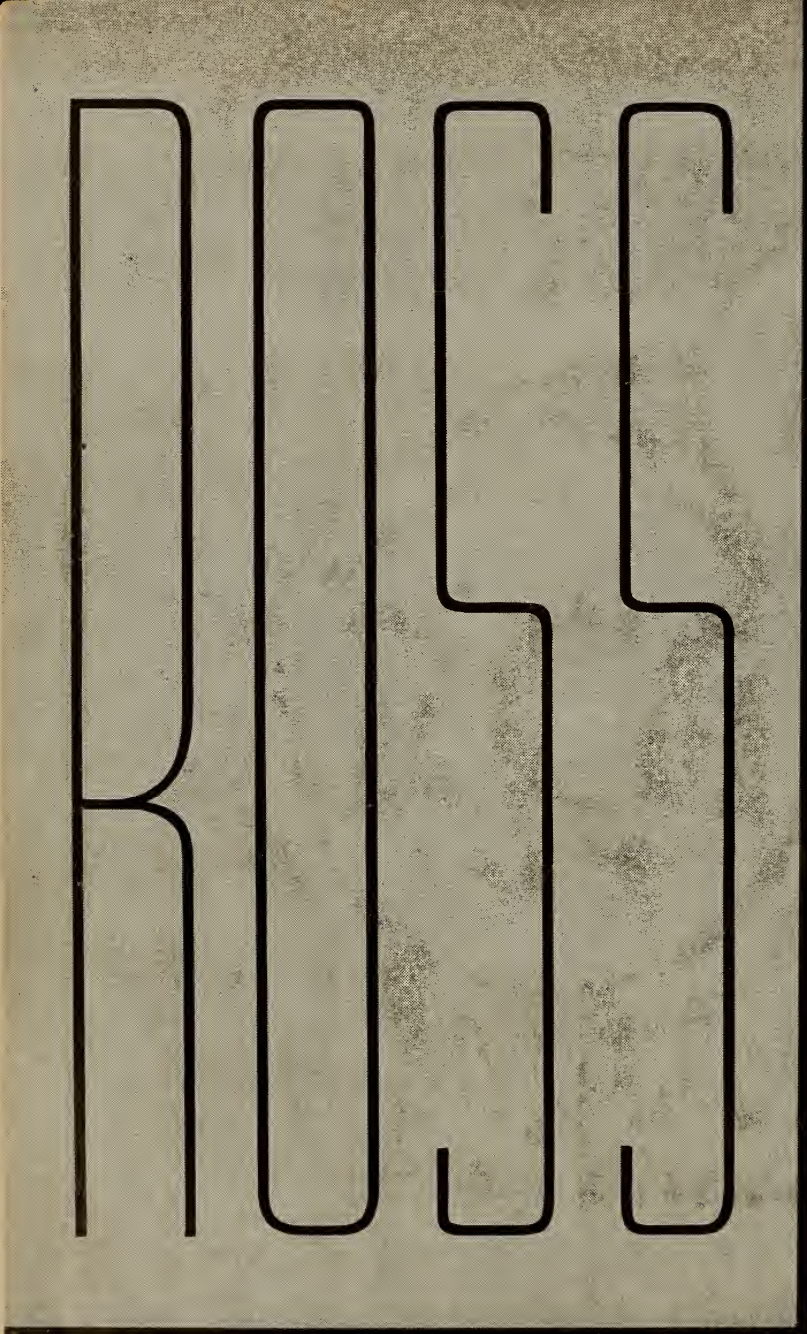
PANAMA

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Colon	HP5K	6005	0.5	Jose Jaen y Jaen y Compania
Colon	HP5F	6050	0.15	Servicio Publica de Radio
Colon	HOK	640	0.25	Jose Jaen y Jaen y Compania
Panama	HP5G	11780	0.5	Jose Antonio Sosa M.
Panama	HOA	1000	0.5	Jose Antonio Sosa M.
Panama	HOC	1440	0.05	Jose Jaen y Jaen y Compania
Panama	HP5A	11700	0.3	Jose Jaen y Jaen y Compania
Panama	HOQ	1250	0.25	Augustin Fernandez Jose Herrera, Jr.
Panama	HP5B	6030	0.15	E. de la Guardia, President
	HP5C	730	0.5	
Panama	HP5H	6122	0.25	M. Lombardo Vega
Panama	HP5J	9607	0.4	Servicio Publico de Radio, S. A. Manuel Doce
	HP6J	1358	0.3	

ART FOR ADVERTISING



165 WEST 46TH ST.
N. Y. C.
BRYANT 9-4153-4



15 years of service to the entertainment world.

ROSS FEDERAL SERVICE INC.

One of the Nation's oldest and largest marketing research organizations.

ROSS FEDERAL RESEARCH CORPORATION

18 EAST 48TH STREET, NEW YORK
and 31 Key Cities, Coast to Coast



PHIL BAKER

"TAKE IT OR LEAVE IT"

CBS, Sundays, 10:00 p.m., E.W.T.

FOR

EVERSHARP, INC. and THE BIOW CO.

Starred in

"TAKE IT OR LEAVE IT"

(20th Century-Fox)

Mgt.

William Morris Agency, Inc.

LIBRARY OF CONGRESS
0 021 248 807 0

Linking Two Hemispheres



RCA



...in War and Peace

RADIO CORPORATION OF AMERICA

PIONEER IN RADIO, TELEVISION AND ELECTRONICS ... RCA BUILDING, NEW YORK 20, N. Y.

The Services of RCA: RCA Laboratories ... RCA Victor

RCA Communications, Inc. ... Radiomarine Corporation of America

National Broadcasting Company, Inc. ... RCA Institutes, Inc.